



# Survey of West Valley City Residents 2011

## Executive Summary & Report

Presented to West Valley City Council  
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Prepared by David Johnson of

**DISCOVERY**  
RESEARCH GROUP

A Division of **mvlgroup**  


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## INTRODUCTION

West Valley City commissioned Discovery Research Group, a full-service public opinion and market research firm located in Salt Lake City, Utah, to conduct and compile a public opinion survey of West Valley City residents.

## RESEARCH OBJECTIVES

### ***General***

- Compare current results to similar studies conducted in previous years.
- Determine whether residents think that West Valley City is better or worse today compared to five years ago.
- Identify the most important issues facing West Valley City including the most important issue for the police department.
- Assess how well services in general are provided to residents.
- Determine residents' perception of West Valley City's public image in comparison to other cities.
- Measure satisfaction levels with West Valley City services and departments

### ***Community & Economic Development***

- Assess overall change in the condition and appearance of neighborhoods.
- Assess how the public ranks the predominant ordinance violations in their neighborhoods.

### ***Animal Control, Park & Recreation, And Public Works***

- Discover how many times residents have called animal services and how satisfied they were with the response.
- Measure satisfaction levels with recreational opportunities and programs in West Valley City.
- Assess how well parks, roads, and sidewalks are maintained in West Valley City.

### **Emergency Services**

- Measure satisfaction with emergency services (police, fire, and ambulance).
- Assess satisfaction with response times of the police, fire, and ambulance services.
- Discover whether residents feel safe walking in their neighborhood and driving on city streets during the day and at night in West Valley City.
- Assess the adequacy of services provided by West Valley City and discover if residents are willing to pay extra additional police officers.

## **PROCEDURES**

For 2011, Discovery Research Group in conjunction with Aaron Crim, West Valley City Public Relations Manager, modified the 2010 questionnaire. Prior to implementation, the client approved all modifications to the questionnaire. The only change from 2010 was the removal of the question pertaining being in favor or opposing curbside green waste pickup monthly fee.

In order to meet the research objectives of the study, Discovery Research Group interviewed 502 West Valley City residents between April 22 and May 2, 2011. This sample size of residents yields a margin of error for this study of  $\pm 5\%$  at the 95% confidence level. It should be noted that this tolerated error applies only to the total data and not any of the cross tabulated data or for subgroups. When provided, margin of error for council districts is  $\pm 9.5\%$  at the 95% confidence level.

Residents of West Valley City were selected through a randomized sampling procedure employed by Discovery Research Group to ensure that each residence within the sample universe had an equal opportunity of being selected for an interview. Telephone numbers that are classified as being part of a zip code that lie within West Valley City municipal boundaries were included in the sample universe.

## **FIELDWORK**

All telephone interviews were administered by Discovery Research Group's experienced interviewer staff in Costa Rica, Logan (Utah), and Twin Falls (Idaho) phone centers. Though each phone center is able to survey individuals in both English and

Spanish, each was given a primary role in one language. Twin Falls and Logan interviewers surveyed residents primarily in English; while Spanish-speaking residents of West Valley City were administered the survey by native Spanish-speaking bilingual Costa Rica interviewers. Surveys conducted in Spanish consisted of 16.9% of all surveys completed, which is an increase of 65.7% from 2010.

Instructions to the phone centers were the same as in prior West Valley City citizen surveys. Interviewers were briefed at the local call center level on the project in their native tongue (English and Spanish) to ensure comprehension of the project's objectives. These instructions included strict adherence to the script of the survey and avoidance of leading or biased comments to ensure data accuracy. The survey instrument consisted of both structured and unstructured questions to measure the intensity of opinions and to assess the perceptions of respondents. Demographic questions were asked to provide opinions of subgroups. Qualifier questions were issued in the survey to allow only individuals who self-described themselves as residents of West Valley City and had a residence that resided within a zip code that fell within West Valley City.

Compared to 2010, there was a sizeable decrease in the number of dialings and interviewing hours in 2011 (46.7% and 25.1% respectively). The willingness of West Valley City residents to respond to their City's survey and professionalism of DRG interviewers is evident in the low rate of refusals. Though the refusal rate increased 4.3 percentage points in 2011, it was still relatively low, highlighting the willingness of West Valley City residents to respond to their City's survey and the professionalism of DRG interviewers.

## **DATA ANALYSIS**

Discovery Research Group's staff prepared the report by running the citizen responses through two statistical analysis software packages (SPSS and WinCross). Statistical tests were conducted to determine if the differences found in the relationships among various populations are real or merely due to chance. For each question a top-line report of response distribution is provided. In some instances further analysis was performed using cross-tabulations to organize responses by various demographic groupings and allow for detection of differences that may exist between the opinions of

subgroups.

## EXECUTIVE SUMMARY

### **West Valley City's Image**

Residents are recognizing the City's efforts in improving and maintaining their home, feel that their City is a great place to live and play and that their City provides excellent services and amenities. The image West Valley City residents have of their City continues to improve. The perception of West Valley City as compared to other cities and the comparison with five years ago highlight attitudes toward the City that continue to be positive. The number of residents that rate West Valley City worse than five years ago is a small group that has dwindled since 2008. The percentage of residents seeing the City as better has steadily grown during that same period.

### **City Services**

The overall level of service provided by West Valley City is mostly seen as no different than anticipated, but there are a large group that feel it is above average and only a very small group that feel negatively concerning the City's service. The drop in satisfaction seen in 2010 for overall service provided by the City rebounded in 2011 to an all-time high with those satisfied and a record low for those dissatisfied. The many various services provided, such as police, fire, garbage, etc., are seen very favorably by residents, and with no significant changes in how many residents are using these services. Residents with experience with these services continue to rate them very highly.

### **Important to Residents**

Services, activities, and resources offered to residents of West Valley City residents are overwhelmingly in harmony with what is desired, but there are a few areas that they feel need improvement or greater attention by the City. Since 2008, graffiti has been ranked the most important neighborhood city violation, but only a very small

percentage of residents felt it is the most important issue facing the city. The presence of graffiti, for any length of time, is likely to blemish the image the City is trying to portray. Residents will use graffiti sightings as an indication of the health of their neighborhood and the level of crime in the area. Most residents have not noticed a change in the amount of graffiti. Crime continues to be the issue of most importance to residents. In sequential order of importance, the top four issues are: crime; traffic, roads and transportation; gangs; and population issues and growth.

### **Response to Tax Increase**

With an upcoming vote regarding an 18% property tax increase, it is important to know how residents will perceive this change. Even though no questions were asked of West Valley City residents during 2011, some conjectures can be established using citizen responses before and after the last property tax increase in 2006. Differences between pre- and post-2006 tax increase showcase minor resident displeasure. The City's brand image among residents loses some luster, but sentiment towards actual services remained high and most saw increases.

If looking only at residents' overall impression of the City's image five years ago, which dropped 27% between 2004 and 2008 (48% and 35%, respectively), coupled with how services offered were perceived, (a 20% drop--40% and 32%, correspondingly), a dark image is painted of the City. Conversely, between 2004 and 2008, the overall level of service provided seen as "average" grew 14%, 15% more residents rated the City's public image as "better" compared to other cities, the amount of satisfaction with the City's response for service grew 11%, and the number of residents seeing City police service as "positive" grew 5%.

Differences between 2004 and 2008 are optimistic of how residents will react in 2011 if the proposed tax increase is passed. Given the economic differences between 2006 and 2011, a tax increase is likely to be a hard sale. In 2006 the property tax increase was during the latter end of an economic boom. Personal incomes in the state of Utah were rising at a rate between 8.8% and 10.8%, job growth was 5.2%, and major indications for a slowdown in the housing market didn't really appear until 2007. There is

much hope for 2011, but the effects of the recession are still being felt. West Valley City will need to be proactive amongst its citizens, spending ample time with them (face-to-face, media spots, news pieces, etc.) in order to frame the tax increase as necessary and providing positive results. The satisfaction with services does not appear to be tightly connected with impression of the City.



## SUMMARY OF FINDINGS

### *West Valley City's Image*

- From 2008 to 2011, there is a 31.4% increase in the number of residents that feel the city is better than it was five years ago. (Q2)
  - There are no significant differences by income, age, or gender
  - Hispanics are more positive than Whites in saying it is better (51.0 % - 45.3%). Nearly 50% more Whites than Hispanics view the city as worse than five years ago (16.6% - 8.8%)
  - Home owners are much more positive than renters (48.0% - 34.3%)
  - Council District 2 has the highest percentage of residents feeling it is better (50.8%), and District 1 has the highest percentage feeling the City is worse (20.6%).
- Perception of the City's public image compared to other cities has continued to grow since first asked in 1993. Residents' feeling the city is "About the same," "Somewhat worse," and "Much worse" have continued to gradually decline over the years. The average feeling continues to be "About the same." (Q5)
  - As household income increases, there is a decrease in positive perception of the City's public image.
  - 6 of 10 Hispanic residents (59.8%) see the city as better (Much and Somewhat) than other cities, which is significantly different than the 21.2% of White residents that feel the same.
  - Council District 1 had the highest percentage of citizens rating West Valley City higher than other cities (35.5%). District 3 was the lowest with 24.0%.
- There is a 28% decrease in residents feeling their neighborhood has worsened during the previous five years. From 2010 to 2011, there is a noticeable increase in "No change." (Q8)

- Council District 1 has the greatest percentage of respondents that feel that their neighborhood has improved (36.4%) and the fewest that see it as worsened (14.0%). District 3 has the lowest percentage of respondents citing improvement (29.5%) and District 4 the highest percentage feeling it has worsened (21.3%).
- Most residents continue to feel safe, day and night, within the city's boundaries (88.6% and 74.7%, respectively) (Q24 & Q25)
  - Nearly 3 of 4 citizens feel safe during the day and night (72.1%), and only a small group feel unsafe in both day and night (6.8%).
  - New residents, fewer than 2 years, feel less safe during the day than residents with more than 2 years' residency.
  - Council Districts rated nearly the same for feeling safe during the day with District 2 least safe and District 3 as most safe (72.3% and 79.1%, respectively).
  - The percentage that "Definitely don't feel safe" during the night has dropped 60.9% since 2008 (18.4%, 2008 to 7.2%, 2011)
  - Council District 3 citizens feel the most safe at night and District 2 the least (79.1% and 72.3%, accordingly).

### **City Services**

- Half of all residents (52.8%) rate overall level of service as average. (Q4)
  - There is a negative relationship with income; as income rises, there is a decrease in the rating of level of service.
  - Even though Hispanics use fewer City services in general, they rate the overall level of service as "Excellent" and "Above Average" more so than Whites (46.1% and 38.1%, respectively).
  - Council District 1 has the highest and District 4 the lowest average rating and as good (Excellent and Above average) for overall level of service (43.0% and 34.6%, accordingly).

- Significantly fewer residents have contacted the city in the past three months this year compared to prior years. From 2010 to 2011 there is a drop of 41% (24.3% and 14.3%, correspondingly). (Q6)
  - Long time residents (11+ years) did the majority of contacting (77.8%).
  - There was no significant difference by income or type of residence (own/rent).
  - There was a significant turnaround after last year's drop in satisfaction, a 21.8% increase. Eight of ten citizens are satisfied with the City's response (77.8%). Of all residents, half are "Definitely satisfied" with the response (54.2%), which is an increase of 57.6% from 2010.
  - Eight of ten residents were satisfied (definitely and somewhat) with the City's response. The number of residents dissatisfied is at an all-time low and decreased 41% from 2010 (35.2% and 20.8%, respectively). (Q7)
  - Longtime residents (11+ years) are the only ones to be dissatisfied with the City's response.
  - Council Districts were nearly identical in rating their satisfaction with the City's response. The percentage of residents satisfied ranged from 75.0% to 78.9%.
- "Poor maintenance of property" is the most mentioned violation (59.0%). (Q9)
  - Graffiti is the second most mentioned, but the highest overall ranking score. Council Districts 2 through 4 view Graffiti as the most important violation. The most important issue in Council District 1 is poor maintenance of property.
- Three of four residents found overall service provided by police as favorable (75.1%).
  - Council Districts 2 and 4 have a slightly greater percentage of residents that view police service positively than Districts 1 and 3 (CD1: 72.9%, CD2: 79%; CD3: 70.0%; and CD4: 78.4%).
- There were no changes in the number of residents using the services of the fire department, ambulance, and garbage collection.

- All continue to be well liked by the majority of residents.
- The favorable view of Fire Department grew 10% since 2010 (88% to 97%).
- Not all residents make use of city disposal services.
  - On average, those who don't use these services are renters, Hispanic, and residents of the City for five years or less
- Most feel that their neighborhood streets and sidewalks are adequately maintained (87.0% and 77.9%)
  - Council District 1 sees streets and sidewalks as needing more attention than other Districts.

### **Important to Residents**

- Most important issues facing the City (Q3):
  - Crime is the most important, but has decreased steadily since 2008 – a drop of 15.2%.
  - Traffic, roads, and transportation is a distant second (8.2%)
  - Only 3% of residents see graffiti as the most important issue. (Q11)
    - A small group of residents saw a reduction of graffiti (20.7%). This is a less than in previous years.
    - A greater percentage of residents in Council District 4 saw an “increase” in the amount of graffiti as compared with the other Districts (CD1: 29.0%, CD2: 27.7%, CD3: 34.1%, CD4: 38.2%).
- Importance ranking of neighborhood city violations:
  - Overall, graffiti continues to be ranked the most important for the fourth consecutive year.
    - In Council District 1 and 2, “Poor maintenance of property” is the most important issue.
    - For Council District 3 & 4 residents, graffiti is the most important.
- Importance of issues facing the City's Police department (Q26-Q29):
  - More than one-half of residents mentioned gang enforcement first

- Council District 1 has significantly fewer residents than the other Districts that view gang enforcement as the most important (CD1: 35.5%, CD2: 57.7%, CD3: 50.4%, CD4: 57.4%). An equally important issue to them is narcotics enforcement, which isn't as important to the other Districts (CD1: 34.6%, CD2: 19.2%, CD3: 17.8%, CD4: 21.3%).
- Nearly all are pleased with how well City parks are maintained. (Q17)
  - Only 5.8% say City parks are not maintained well.
  - More playground equipment continues to be the most popular suggestion for improvement to City parks.
  - The order of top five preferences since 2008 are: Playground equipment (32.5%), Landscaping (22.1%), Athletic fields (14.5%), Maintenance (7.4%), Security (1.8%).
- Only one in ten residents are dissatisfied with the recreational opportunities the City provides. (Q14)

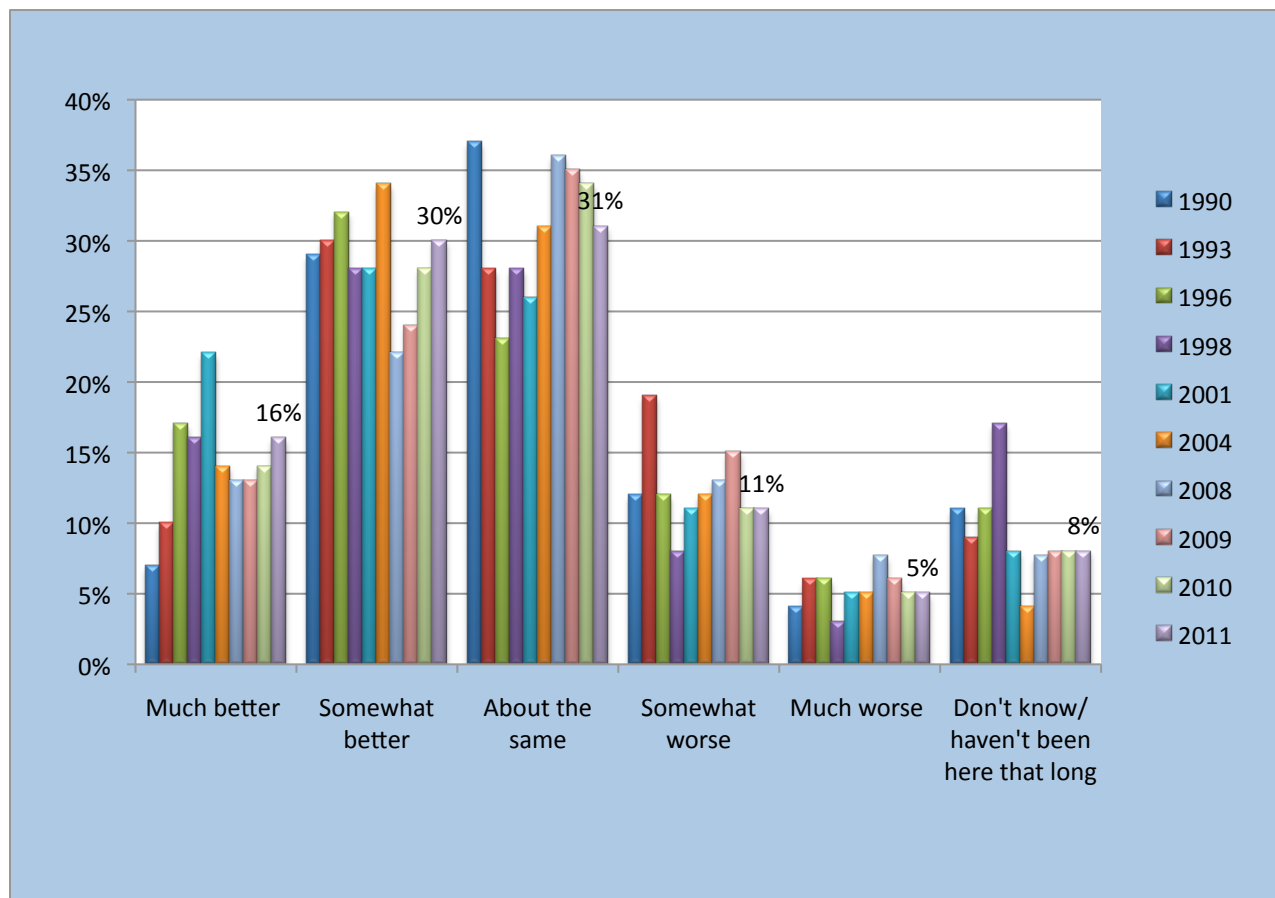
## SURVEY & GRAPHS

**Q1. First of all, I need to verify that you are a resident of West Valley.**

Yes 100%

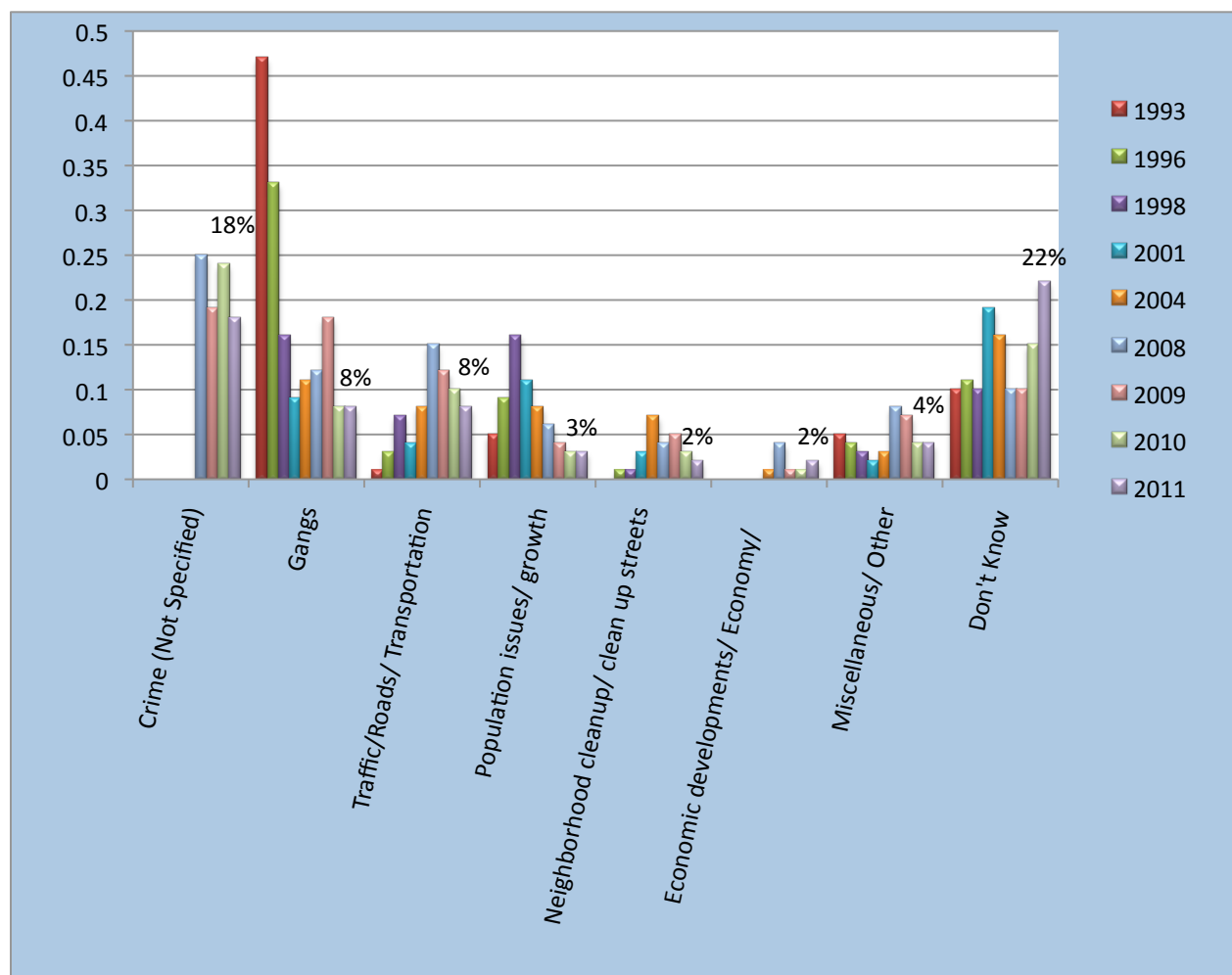
**Q2. How would you rate West Valley City today compared to five years ago?**

	1990	1993	1996	1998	2001	2004	2008	2009	2010	2011
<b>Better (net)</b>	36%	40%	49%	44%	50%	48%	35%	37%	42%	<b>46%</b>
Much better	7%	10%	17%	16%	22%	14%	13%	13%	14%	<b>16%</b>
Somewhat better	29%	30%	32%	28%	28%	34%	22%	24%	28%	<b>30%</b>
<b>About the same</b>	37%	28%	23%	28%	26%	31%	36%	34%	34%	<b>31%</b>
<b>Worse (net)</b>	16%	25%	18%	11%	16%	17%	21%	21%	16%	<b>16%</b>
Somewhat worse	12%	19%	12%	8%	11%	12%	13%	15%	11%	<b>11%</b>
Much worse	4%	6%	6%	3%	5%	5%	8%	6%	5%	<b>5%</b>
<b>Don't know/haven't been here that long</b>	11%	9%	11%	17%	8%	4%	8%	8%	8%	<b>8%</b>



**Q3. What would you consider to be the most important issue facing West Valley City today?**

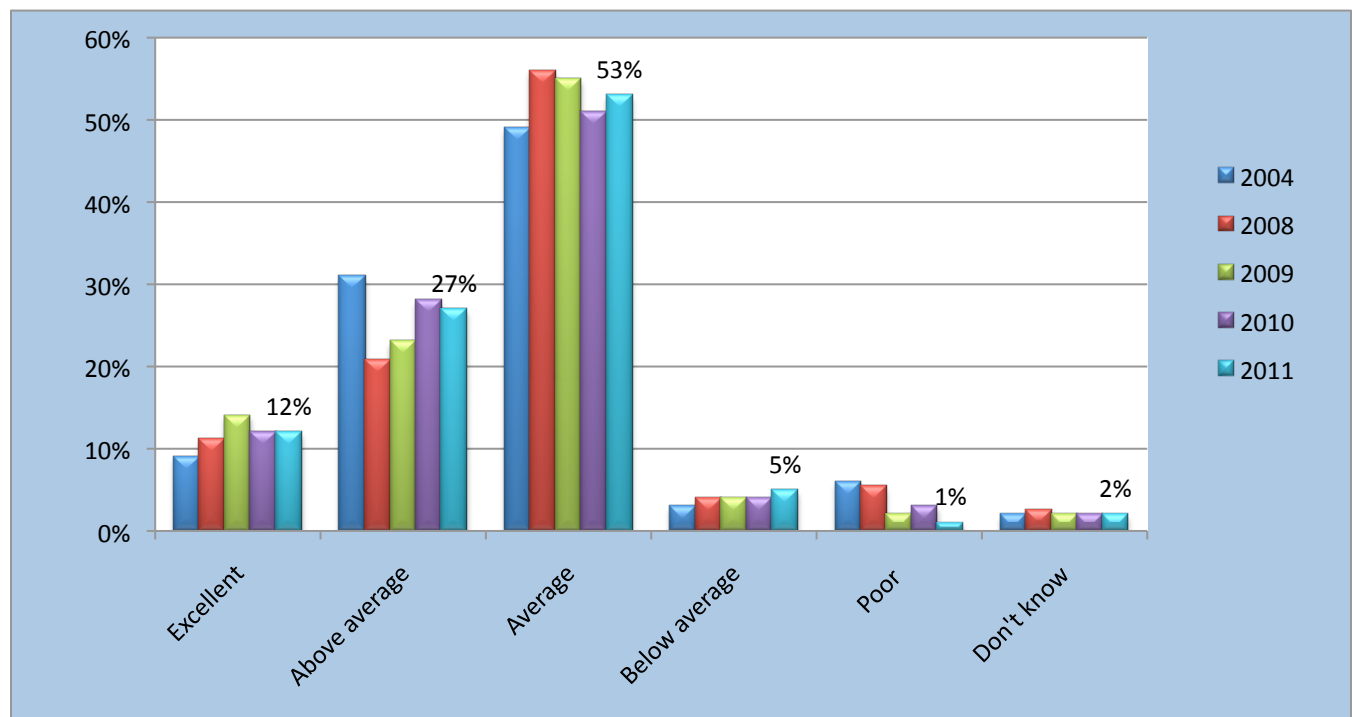
	1993	1996	1998	2001	2004	2008	2009	2010	2011
Crime (Not Specified)						25%	19%	24%	<b>18%</b>
Gangs	47%	33%	16%	9%	11%	12%	16%	8%	<b>8%</b>
Traffic/Roads/ Transportation	1%	3%	7%	4%	8%	15%	12%	10%	<b>8%</b>
Population issues/growth	5%	9%	16%	11%	8%	6%	4%	3%	<b>3%</b>
Clean-up (neighborhood/streets/houses/ buildings)		1%	1%	3%	7%	4%	5%	3%	<b>2%</b>
Economic developments/ Economy/ Revitalized Downtown/ more businesses					1%	4%	1%	1%	<b>2%</b>
Miscellaneous/Other	5%	4%	3%	2%	3%	8%	7%	4%	<b>4%</b>
Don't Know	10%	11%	10%	19%	16%	10%	10%	15%	<b>22%</b>





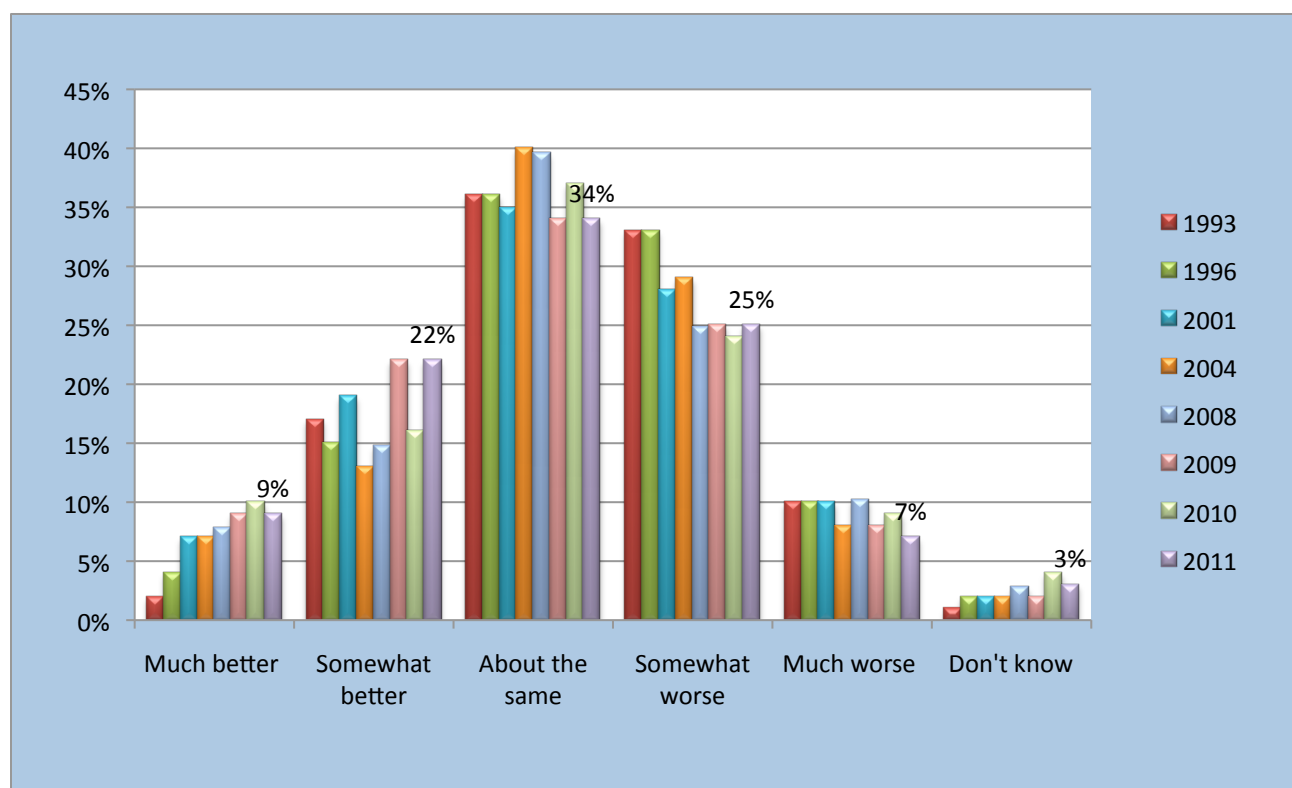
**Q4. How would you rate the overall level of service provided to you by West Valley City?**

	2004	2008	2009	2010	2011
<b>Positively (net)</b>	<b>40%</b>	<b>32%</b>	<b>37%</b>	<b>40%</b>	<b>39%</b>
Excellent	9%	11%	14%	12%	12%
Above average	31%	21%	23%	28%	27%
<b>Average</b>	<b>49%</b>	<b>56%</b>	<b>55%</b>	<b>51%</b>	<b>53%</b>
<b>Poorly (net)</b>	<b>9%</b>	<b>9%</b>	<b>6%</b>	<b>7%</b>	<b>6%</b>
Below average	3%	4%	4%	4%	5%
Poor	6%	5%	2%	3%	1%
<b>Don't know</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>



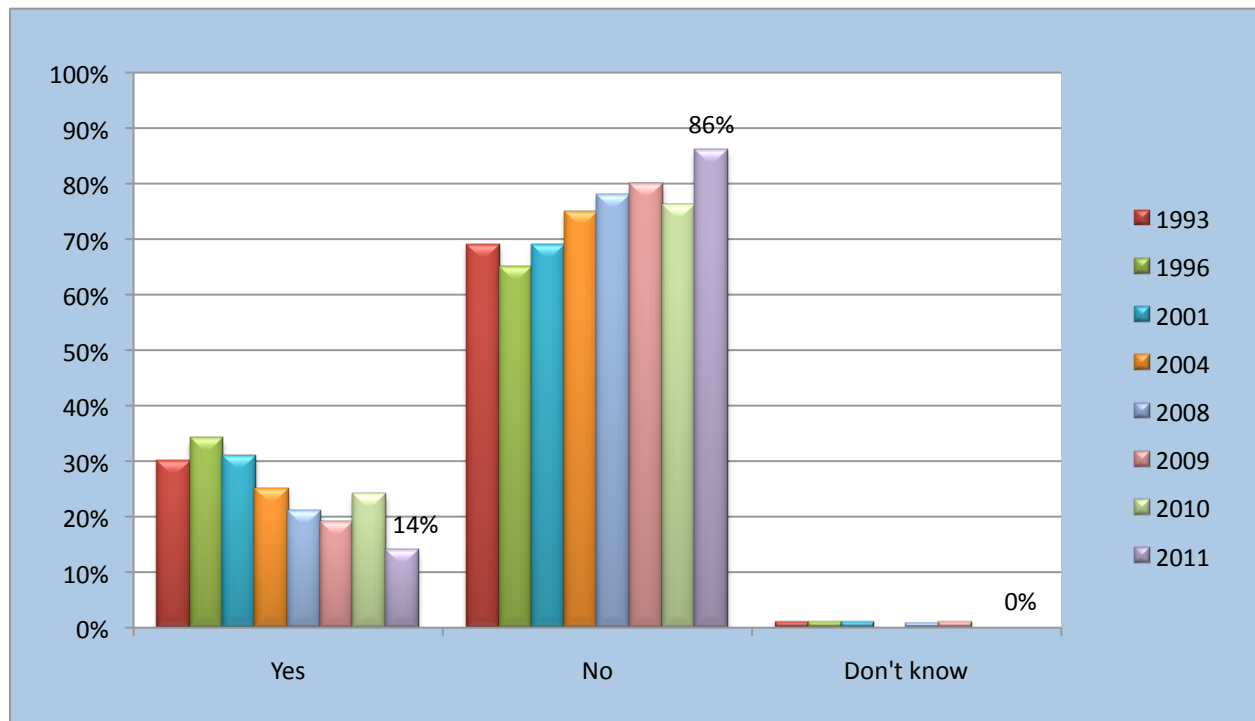
**Q5. In your opinion, how would you rank West Valley City's public image compared to other cities?**

	1993	1996	2001	2004	2008	2009	2010	2011
<b>Better (net)</b>	19%	19%	26%	20%	23%	31%	26%	<b>31%</b>
Much better	2%	4%	7%	7%	8%	9%	10%	<b>9%</b>
Somewhat better	17%	15%	19%	13%	15%	22%	16%	<b>22%</b>
<b>About the same</b>	36%	36%	35%	40%	40%	34%	37%	<b>34%</b>
<b>Worse (net)</b>	43%	43%	38%	37%	35%	33%	33%	<b>32%</b>
Somewhat worse	33%	33%	28%	29%	25%	25%	24%	<b>25%</b>
Much worse	10%	10%	10%	8%	10%	8%	9%	<b>7%</b>
<b>Don't know</b>	1%	2%	2%	2%	3%	2%	4%	<b>3%</b>



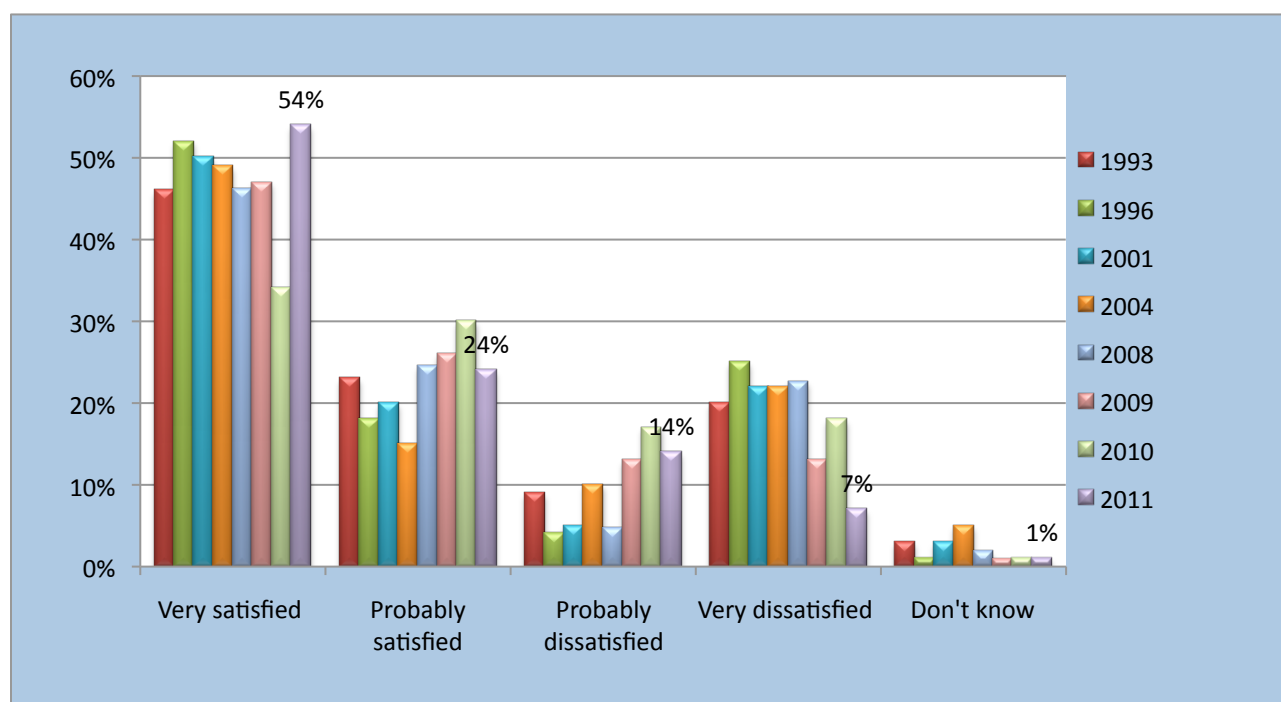
**Q6. During the past three months have you contacted West Valley City for any reason?**

	1993	1996	2001	2004	2008	2009	2010	2011
Yes	30%	34%	31%	25%	21%	19%	24%	<b>14%</b>
No	69%	65%	69%	75%	78%	80%	76%	<b>86%</b>
Don't know	1%	1%	1%	0%	1%	1%	0%	<b>0%</b>



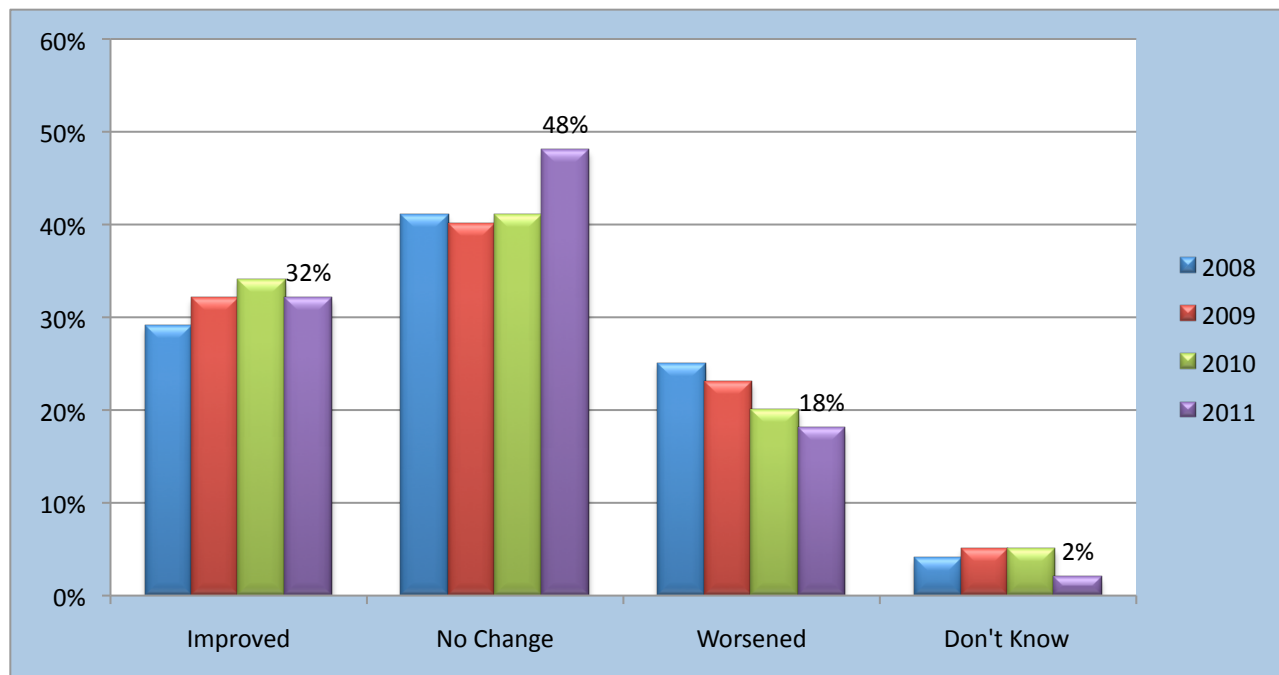
**Q7. Were you generally satisfied or dissatisfied with the City's response?**

HAVE CONTACTED WEST VALLEY CITY IN PAST 3 MONTHS	1993 n=184	1996 n=168	2001 n=123	2004 n=101	2008 n=106	2009 n=102	2010 n=122	2011 n=72
<b>Satisfied (net)</b>	<b>69%</b>	<b>70%</b>	<b>70%</b>	<b>64%</b>	<b>71%</b>	<b>73%</b>	<b>64%</b>	<b>78%</b>
Very satisfied	46%	52%	50%	49%	46%	47%	34%	<b>54%</b>
Probably satisfied	23%	18%	20%	15%	25%	26%	30%	<b>24%</b>
<b>Dissatisfied (net)</b>	<b>29%</b>	<b>29%</b>	<b>27%</b>	<b>32%</b>	<b>28%</b>	<b>26%</b>	<b>35%</b>	<b>21%</b>
Probably dissatisfied	9%	4%	5%	10%	5%	13%	17%	<b>14%</b>
Very dissatisfied	20%	25%	22%	22%	23%	13%	18%	<b>7%</b>
<b>Don't know</b>	<b>3%</b>	<b>1%</b>	<b>3%</b>	<b>5%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>



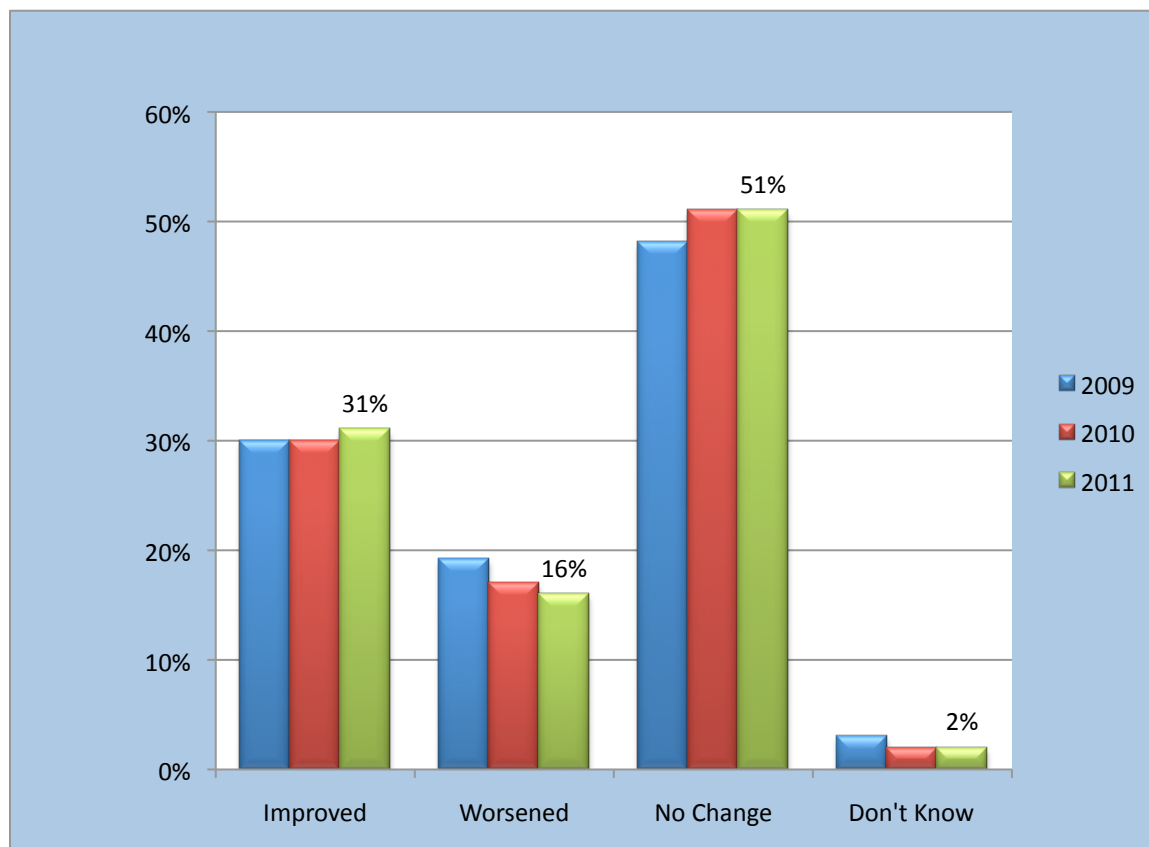
**Q8. In the past five years, has the overall condition and appearance of your neighborhood...**

	2008	2009	2010	2011
Improved	29%	32%	34%	<b>32%</b>
No Change	41%	40%	41%	<b>48%</b>
Worsened	25%	23%	20%	<b>18%</b>
Don't Know	4%	5%	5%	<b>2%</b>



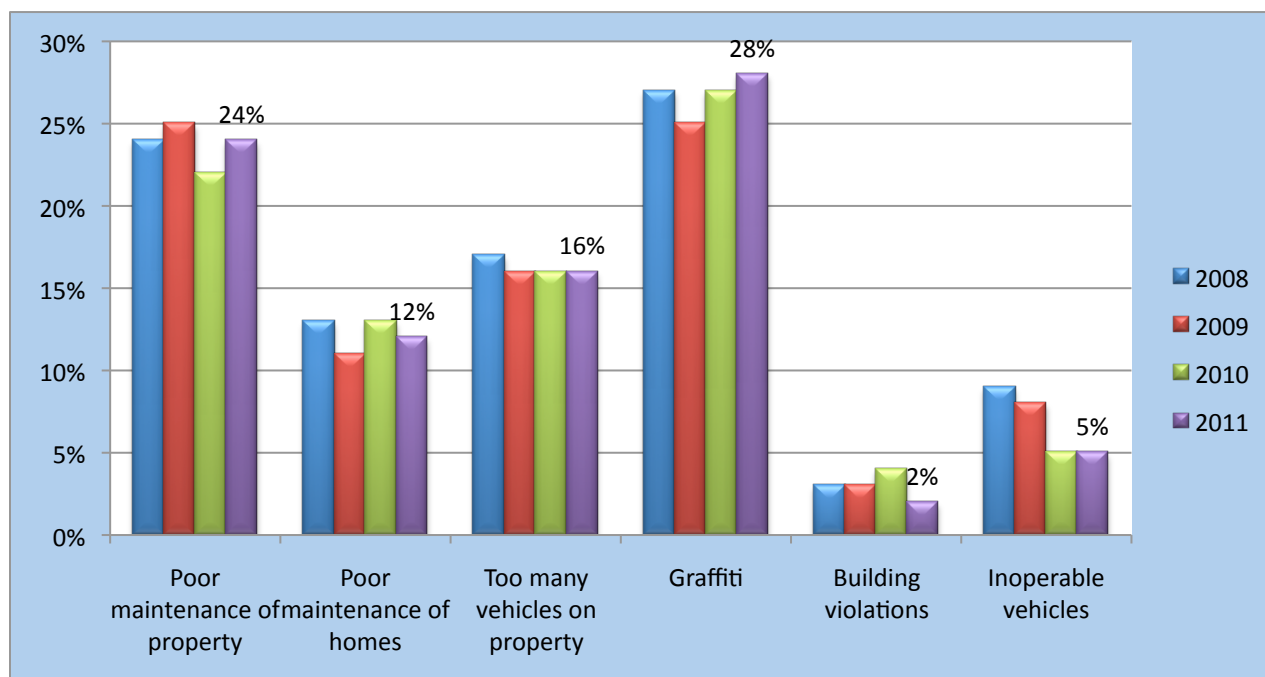
**Q8A. In the past two years, has the overall condition and appearance of your neighborhood...**

	2009	2010	2011
Improved	30%	30%	<b>31%</b>
No Change	48%	51%	<b>51%</b>
Worsened	19%	17%	<b>16%</b>
Don't Know	3%	2%	<b>2%</b>



**Q9A. Neighborhoods frequently have properties that violate city ordinances. Please rank the following violations from 1 – 3 in order of importance: Which is first?**

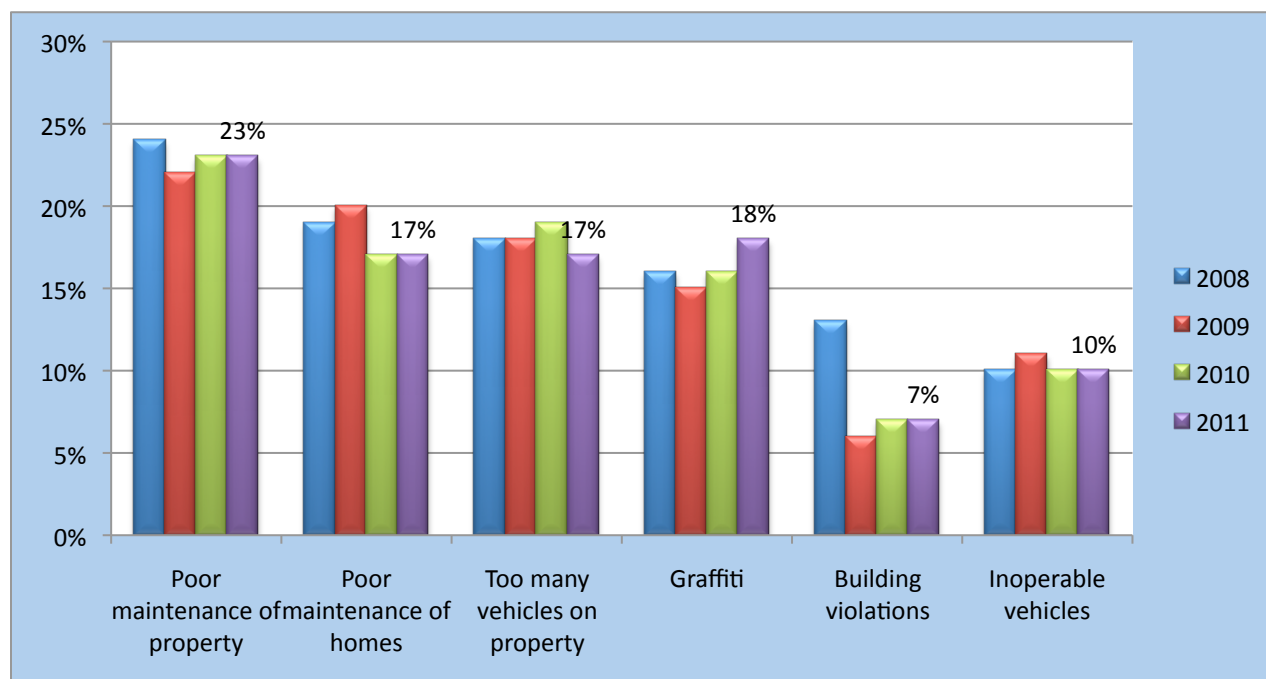
	2008	2009	2010	2011
Poor maintenance of property	24%	25%	22%	<b>24%</b>
Poor maintenance of homes	13%	11%	13%	<b>12%</b>
Too many vehicles on property	17%	16%	16%	<b>16%</b>
Graffiti	27%	25%	27%	<b>28%</b>
Building violations	3%	3%	4%	<b>2%</b>
Inoperable vehicles	9%	8%	5%	<b>5%</b>





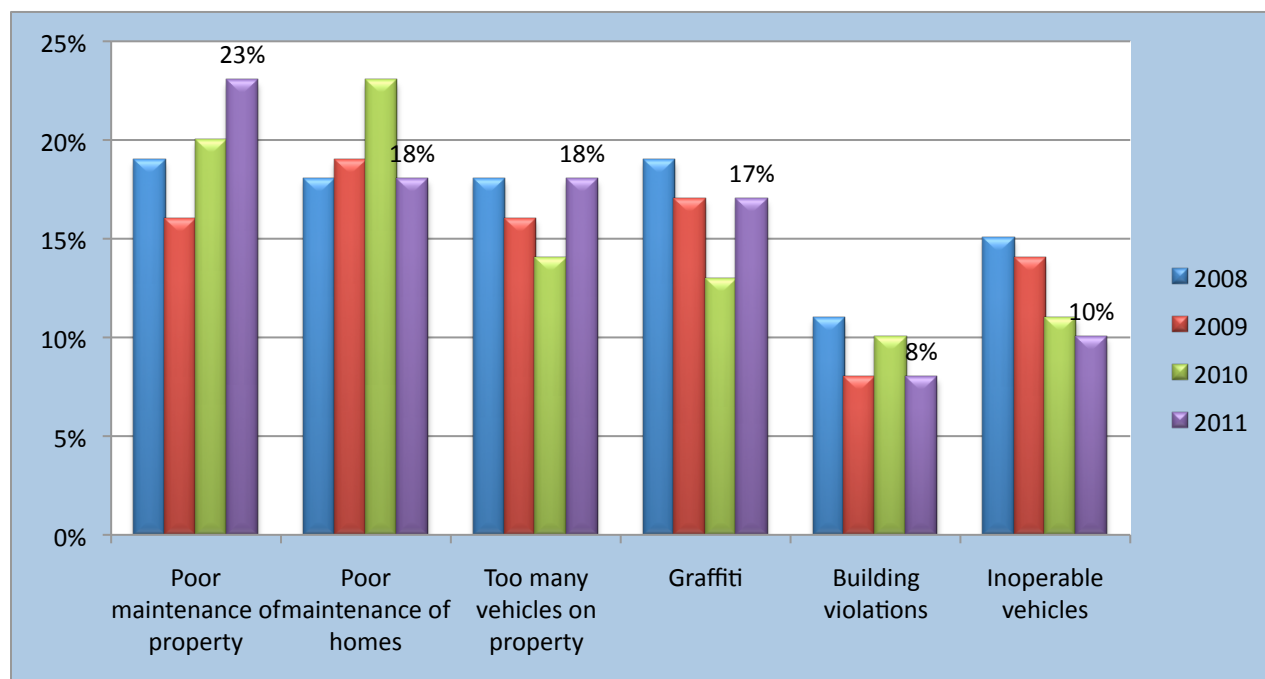
**Q9B. Neighborhoods frequently have properties that violate city ordinances. Please rank the following violations from 1 – 3 in order of importance: Which is second?**

	2008	2009	2010	2011
Poor maintenance of property	24%	22%	23%	<b>23%</b>
Poor maintenance of homes	19%	20%	17%	<b>17%</b>
Too many vehicles on property	18%	18%	19%	<b>17%</b>
Graffiti	16%	15%	16%	<b>18%</b>
Building violations	13%	6%	7%	<b>7%</b>
Inoperable vehicles	10%	11%	10%	<b>10%</b>



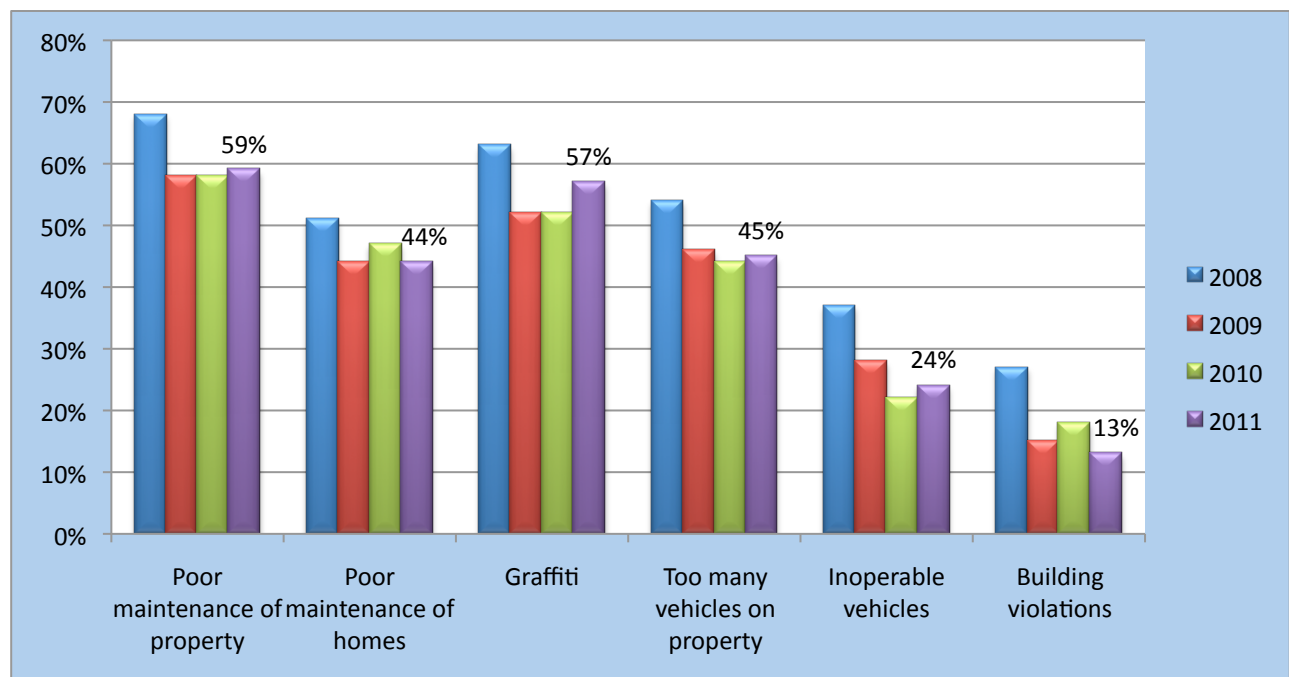
**Q9C. Neighborhoods frequently have properties that violate city ordinances. Please rank the following violations from 1 – 3 in order of importance: Which is third?**

	2008	2009	2010	2011
Poor maintenance of property	19%	16%	20%	<b>23%</b>
Poor maintenance of homes	18%	19%	23%	<b>18%</b>
Too many vehicles on property	18%	16%	14%	<b>18%</b>
Graffiti	19%	17%	13%	<b>17%</b>
Building violations	11%	8%	10%	<b>8%</b>
Inoperable vehicles	15%	14%	11%	<b>10%</b>



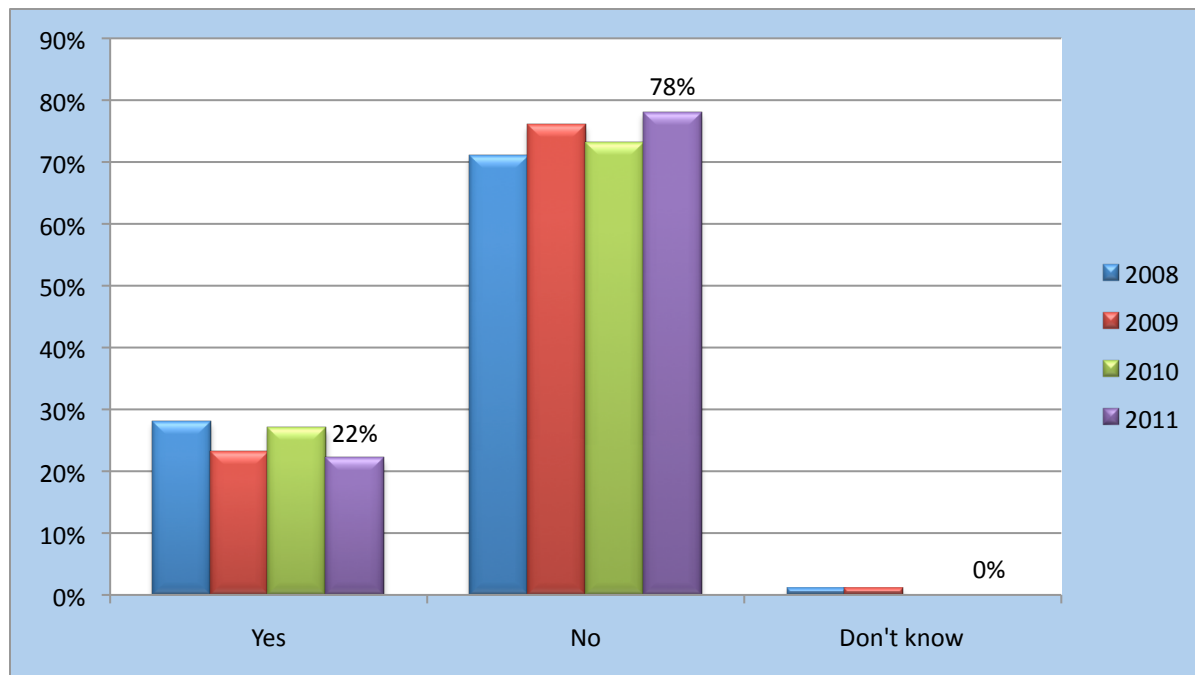
**Q9A-C. Neighborhoods frequently have properties that violate city ordinances.  
Please rank the following violations from 1 – 3 in order of importance:  
SUMMARY OF IMPORTANCE**

	2008	2009	2010	2011
Poor maintenance of property	68%	58%	58%	<b>59%</b>
Poor maintenance of homes	51%	44%	47%	<b>44%</b>
Graffiti	63%	52%	52%	<b>57%</b>
Too many vehicles on property	54%	46%	44%	<b>45%</b>
Inoperable vehicles	37%	28%	22%	<b>24%</b>
Building violations	27%	15%	18%	<b>13%</b>



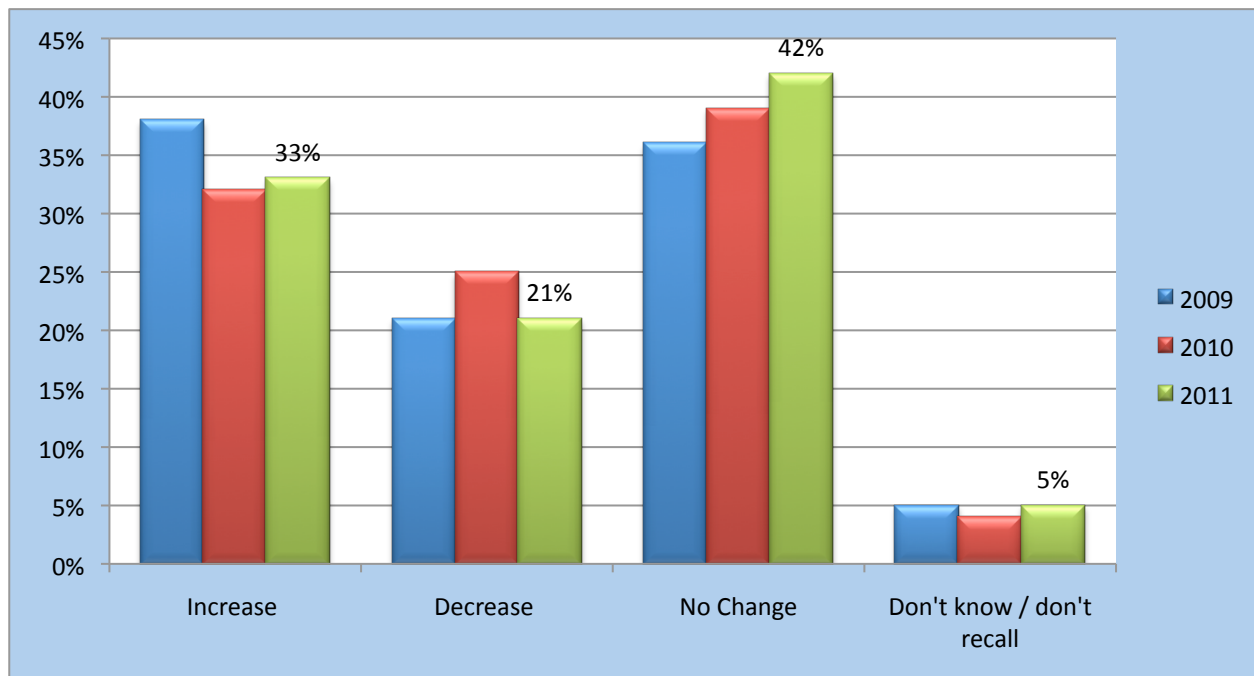
**Q10. Have you ever called the City to report any of the previous problems?**

	2008	2009	2010	2011
Yes	28%	23%	27%	<b>22%</b>
No	71%	76%	73%	<b>78%</b>
Don't know	1%	1%	0%	<b>0%</b>



**Q11. In the past year have you noticed a change in the amount of graffiti in West Valley City?**

	2009	2010	2011
Increase	38%	32%	<b>33%</b>
Decrease	21%	25%	<b>21%</b>
No Change	36%	39%	<b>42%</b>

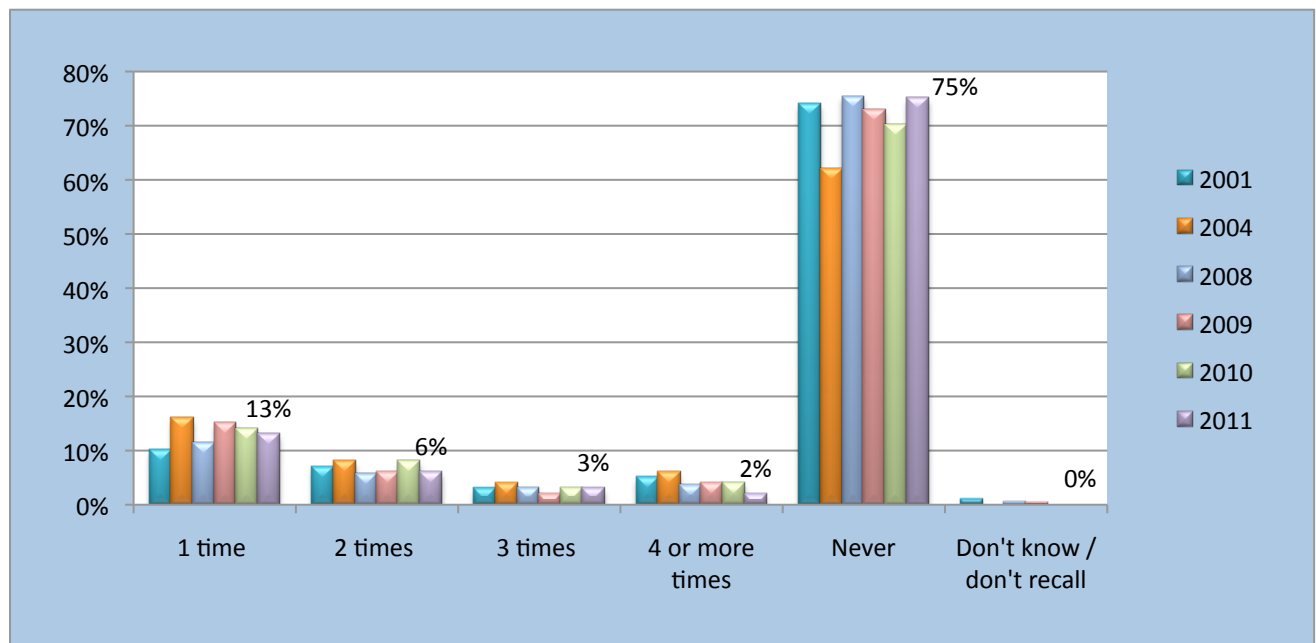


Don't know / don't recall

5% 4% | 5%

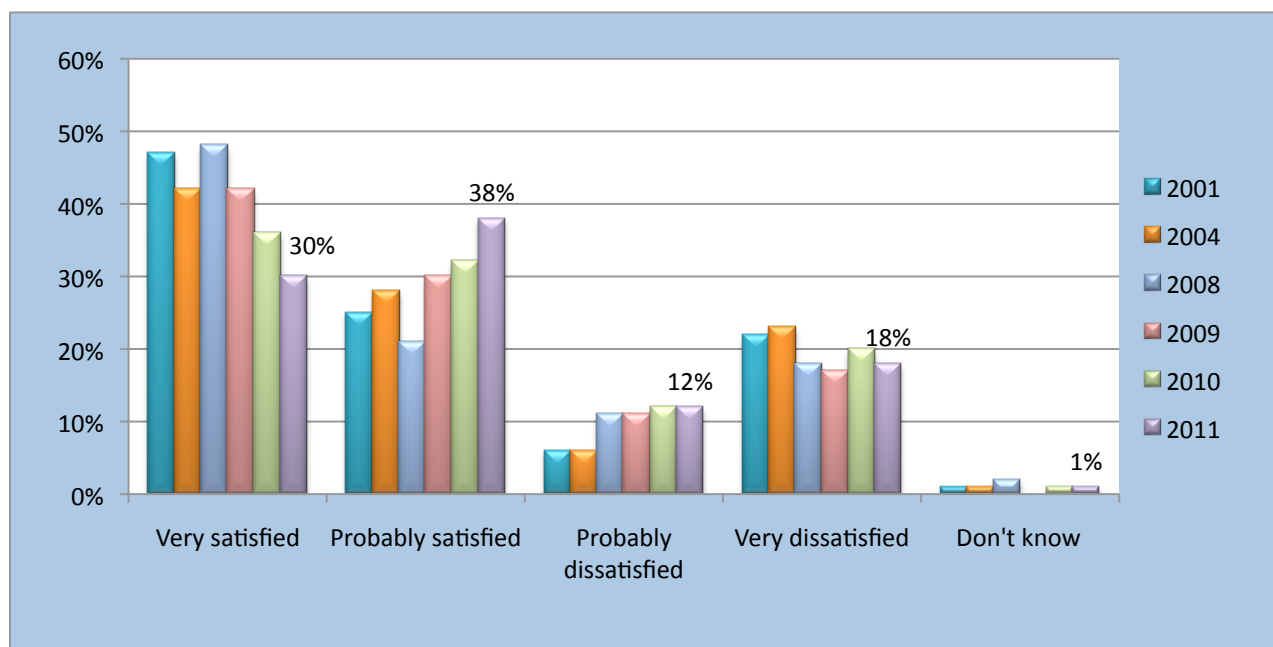
**Q12. In the past five years, how many times have you called for animal services assistance?**

	2001	2004	2008	2009	2010	2011
1 time	10%	16%	11%	15%	14%	<b>13%</b>
2 times	7%	8%	6%	6%	8%	<b>6%</b>
3 times	3%	4%	3%	2%	3%	<b>3%</b>
4 or more times	5%	6%	4%	4%	4%	<b>2%</b>
Never	74%	62%	75%	73%	70%	<b>75%</b>
Don't know / don't recall	1%	0%	1%	0%	0%	<b>0%</b>



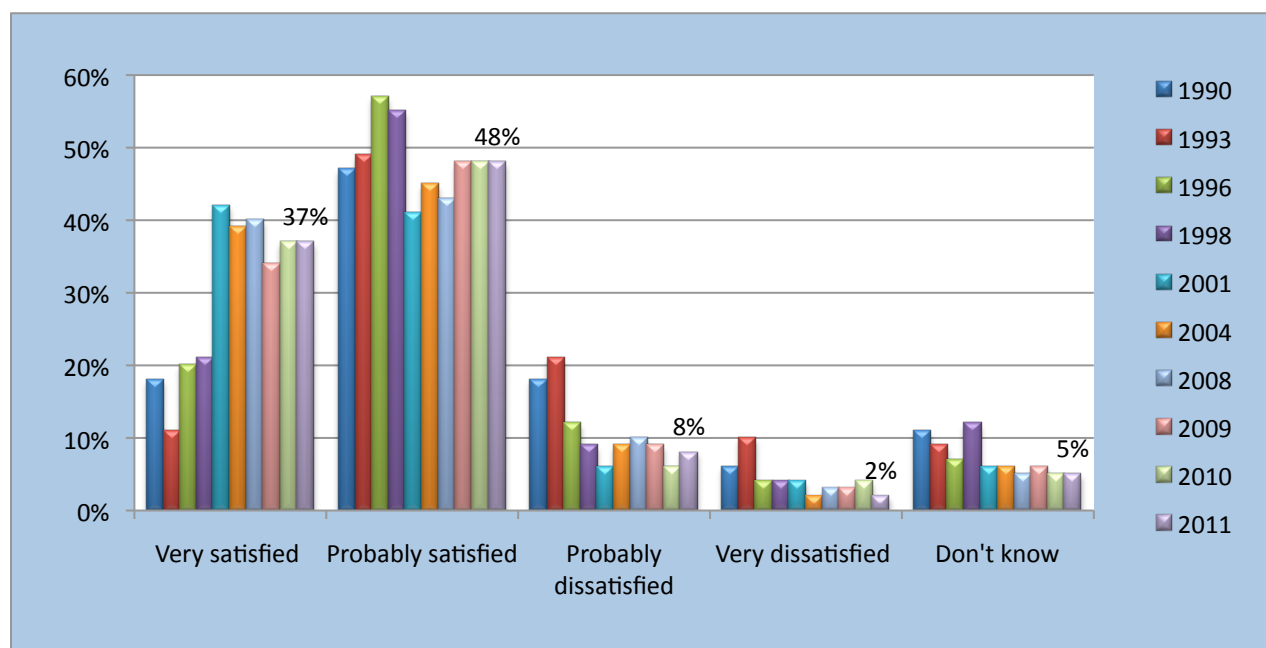
**Q13. Were you generally satisfied or dissatisfied with the service(s) you received?**

HAVE CALLED FOR ANIMAL SERVICES ASSISTANCE	2001 n=102	2004 n=151	2008 n=102	2009 n=146	2010 n=148	2011 n=125
<b>Satisfied (net)</b>	<b>72%</b>	<b>70%</b>	<b>69%</b>	<b>72%</b>	<b>68%</b>	<b>68%</b>
Very satisfied	47%	42%	48%	42%	36%	30%
Probably satisfied	25%	28%	21%	30%	32%	38%
<b>Dissatisfied (net)</b>	<b>28%</b>	<b>29%</b>	<b>29%</b>	<b>28%</b>	<b>32%</b>	<b>30%</b>
Probably dissatisfied	6%	6%	11%	11%	12%	12%
Very dissatisfied	22%	23%	18%	17%	20%	18%
<b>Don't know</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>



**Q14. How satisfied are you with the recreational opportunities available in West Valley City?**

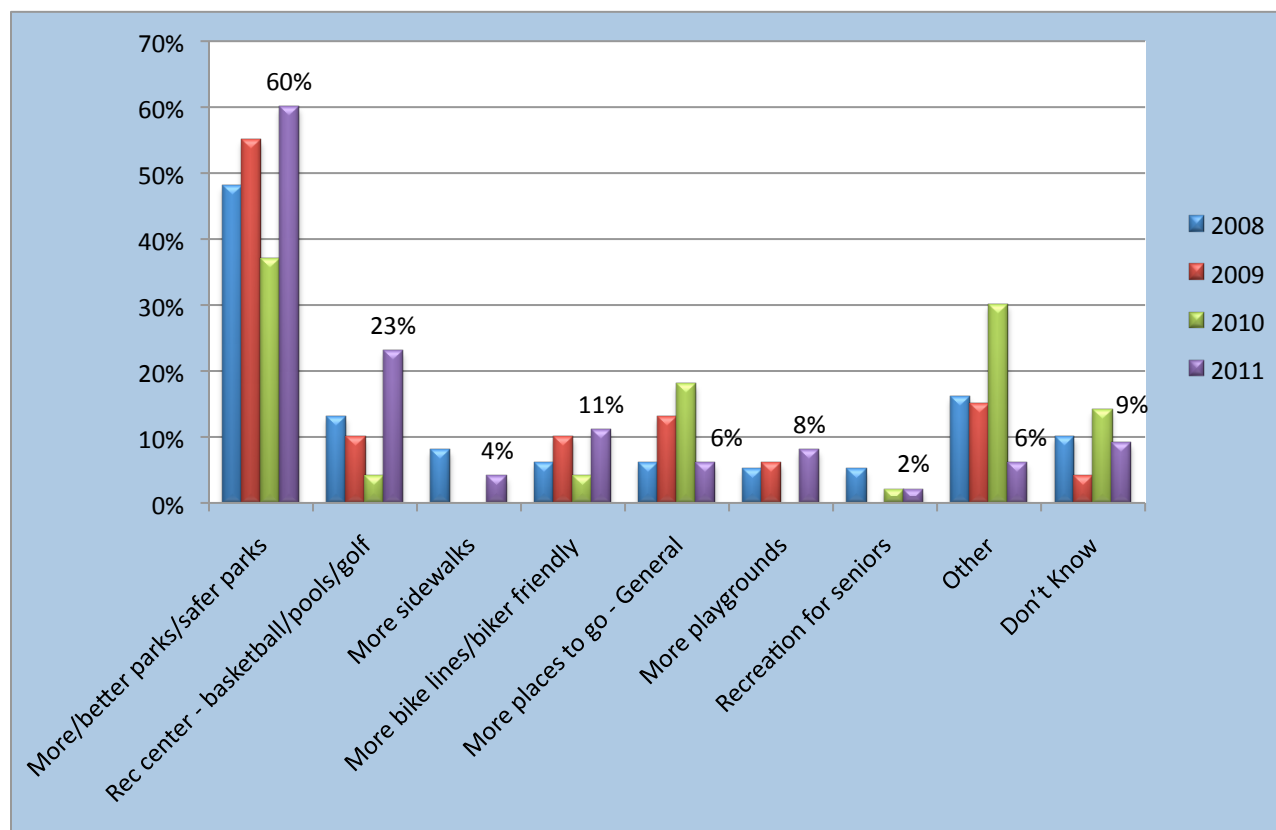
	1990	1993	1996	1998	2001	2004	2008	2009	2010	2011
<b>Satisfied (net)</b>	<b>65%</b>	<b>60%</b>	<b>77%</b>	<b>76%</b>	<b>83%</b>	<b>84%</b>	<b>83%</b>	<b>83%</b>	<b>85%</b>	<b>85%</b>
Very satisfied	18%	11%	20%	21%	42%	39%	40%	34%	37%	<b>37%</b>
Probably satisfied	47%	49%	57%	55%	41%	45%	43%	49%	48%	<b>48%</b>
<b>Dissatisfied (net)</b>	<b>24%</b>	<b>31%</b>	<b>16%</b>	<b>13%</b>	<b>10%</b>	<b>11%</b>	<b>13%</b>	<b>12%</b>	<b>10%</b>	<b>10%</b>
Probably dissatisfied	18%	21%	12%	9%	6%	9%	10%	9%	6%	<b>8%</b>
Very dissatisfied	6%	10%	4%	4%	4%	2%	3%	3%	4%	<b>2%</b>
<b>Don't know</b>	<b>11%</b>	<b>9%</b>	<b>7%</b>	<b>12%</b>	<b>6%</b>	<b>6%</b>	<b>5%</b>	<b>6%</b>	<b>5%</b>	<b>5%</b>





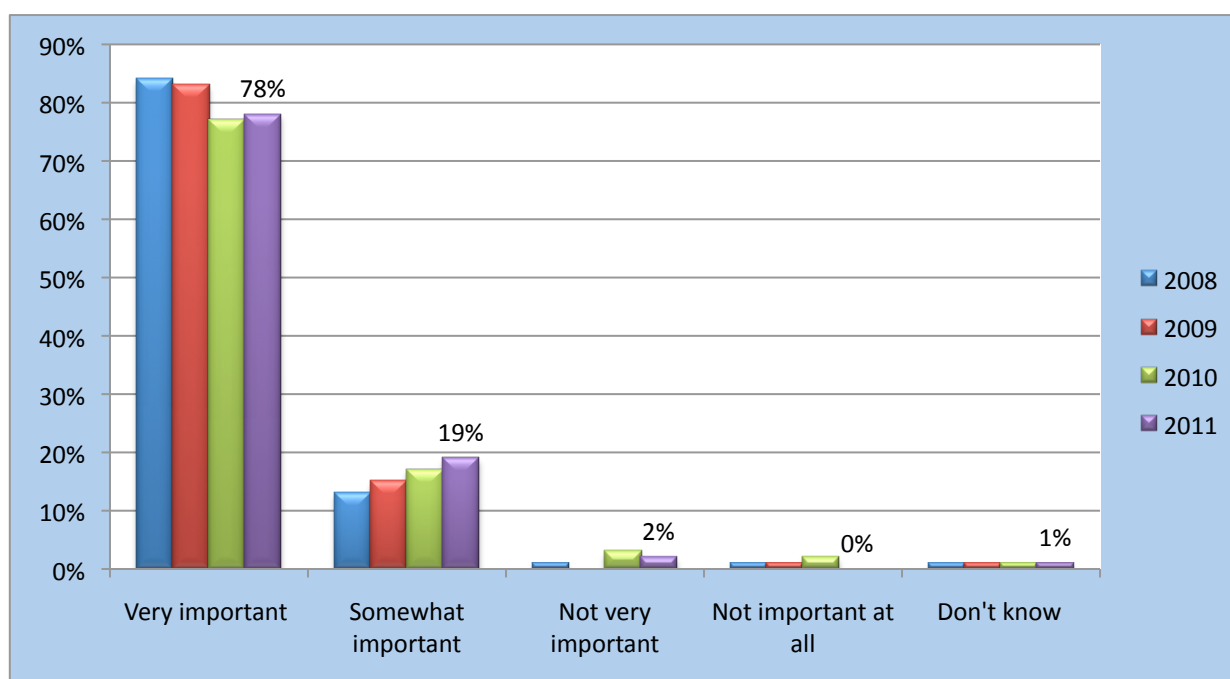
**Q15. If dissatisfied, what recreational opportunities are lacking?**

SOMEWHAT/VERY DISSATISFIED WITH RECREATIONAL OPPORTUNITIES	2008 n=62	2009 n=60	2010 n=52	2011 n=53
More/better parks/safer parks	48%	55%	37%	<b>60%</b>
Rec center - basketball/pools/golf	13%	10%	4%	<b>23%</b>
More sidewalks	8%	0%	0%	<b>4%</b>
More bike lanes and trails/biker friendly	6%	10%	4%	<b>11%</b>
More places to go - General	6%	13%	18%	<b>6%</b>
More playgrounds	5%	6%	0%	<b>8%</b>
Recreation for seniors	5%	0%	2%	<b>2%</b>
Other	16%	15%	30%	<b>6%</b>
Don't Know	10%	4%	14%	<b>9%</b>



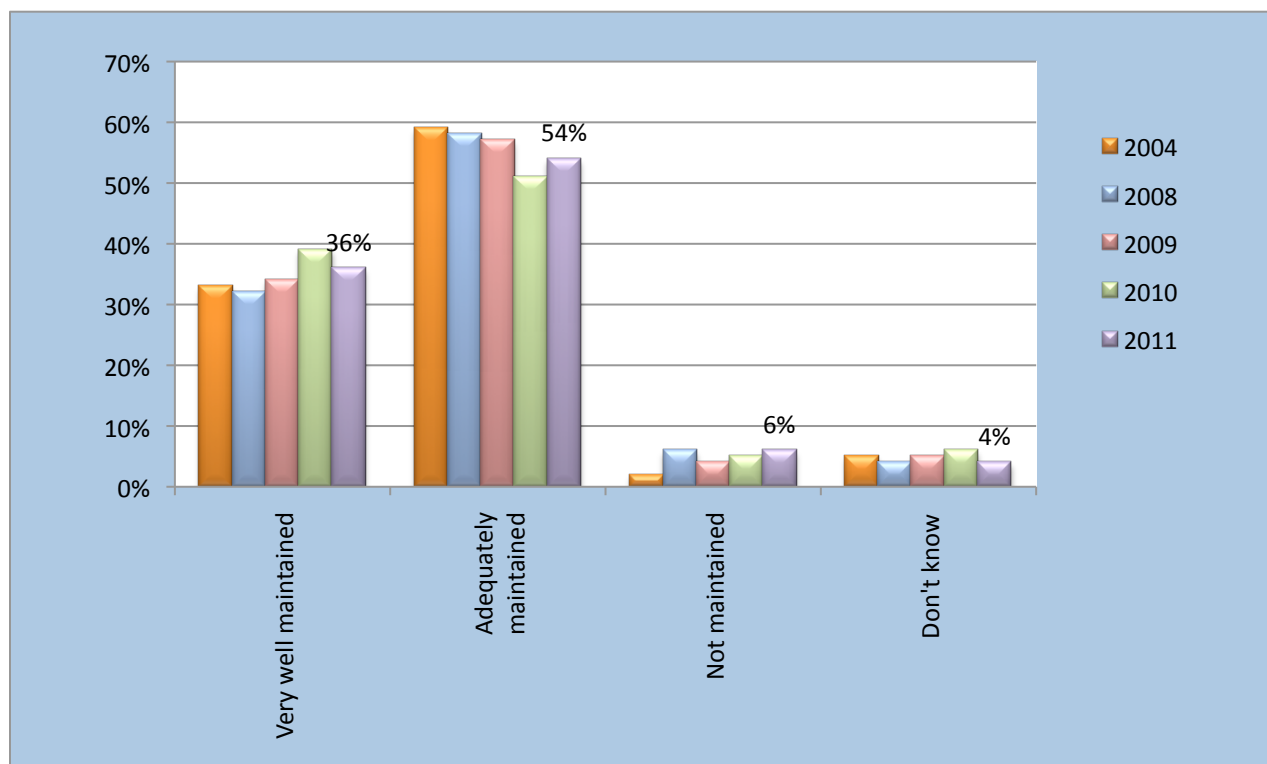
**Q16. How important is it to have parks and open space well maintained?**

	2008	2009	2010	2011
<b>Important (net)</b>	<b>97%</b>	<b>98%</b>	<b>94%</b>	<b>97%</b>
Very important	84%	83%	77%	<b>78%</b>
Somewhat important	13%	15%	17%	<b>19%</b>
<b>Not Important (net)</b>	<b>2%</b>	<b>1%</b>	<b>5%</b>	<b>2%</b>
Not very important	1%	0%	3%	<b>2%</b>
Not important at all	1%	1%	2%	<b>0%</b>
<b>Don't know</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>



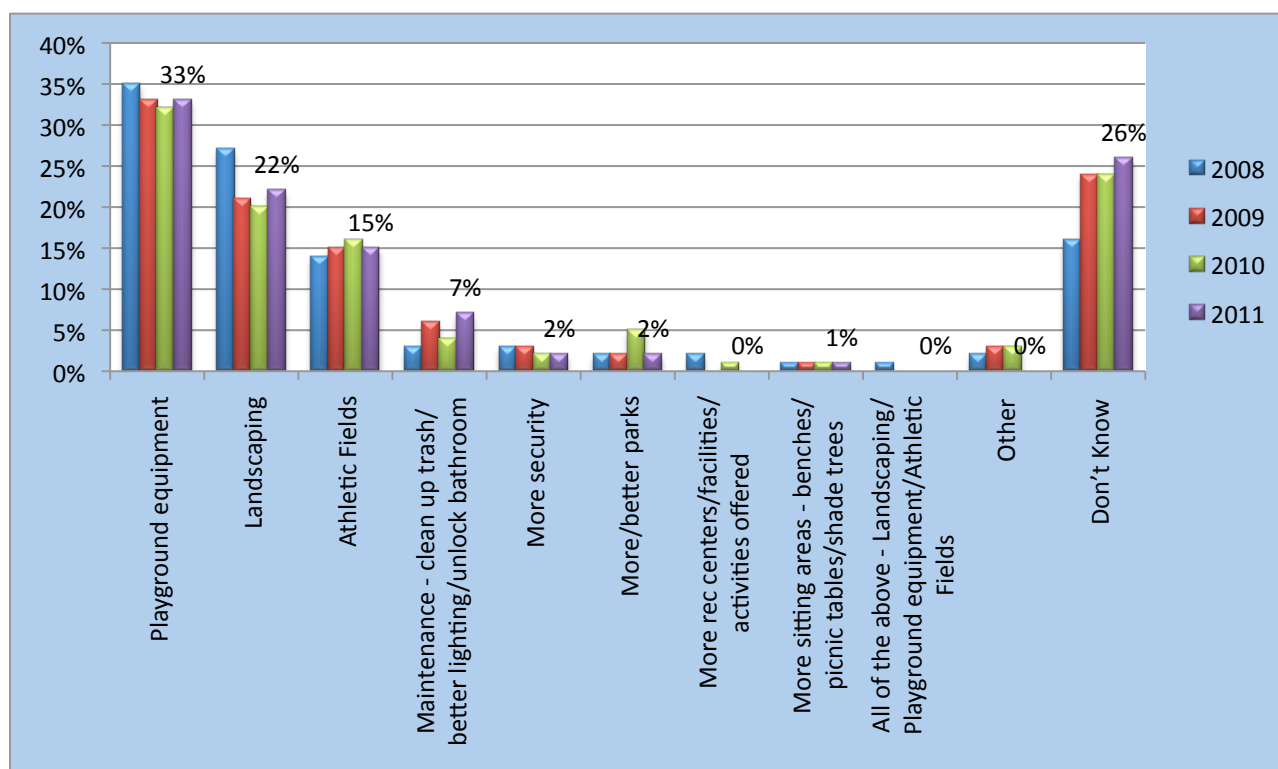
**Q17. Overall, how well maintained are the parks in West Valley City?**

	2004	2008	2009	2010	2011
Maintained (net)	92%	90%	91%	90%	<b>90%</b>
Very well maintained	33%	32%	34%	39%	<b>36%</b>
Adequately maintained	59%	58%	57%	51%	<b>54%</b>
Not maintained	2%	6%	4%	5%	<b>6%</b>
Don't know	5%	4%	5%	6%	<b>4%</b>



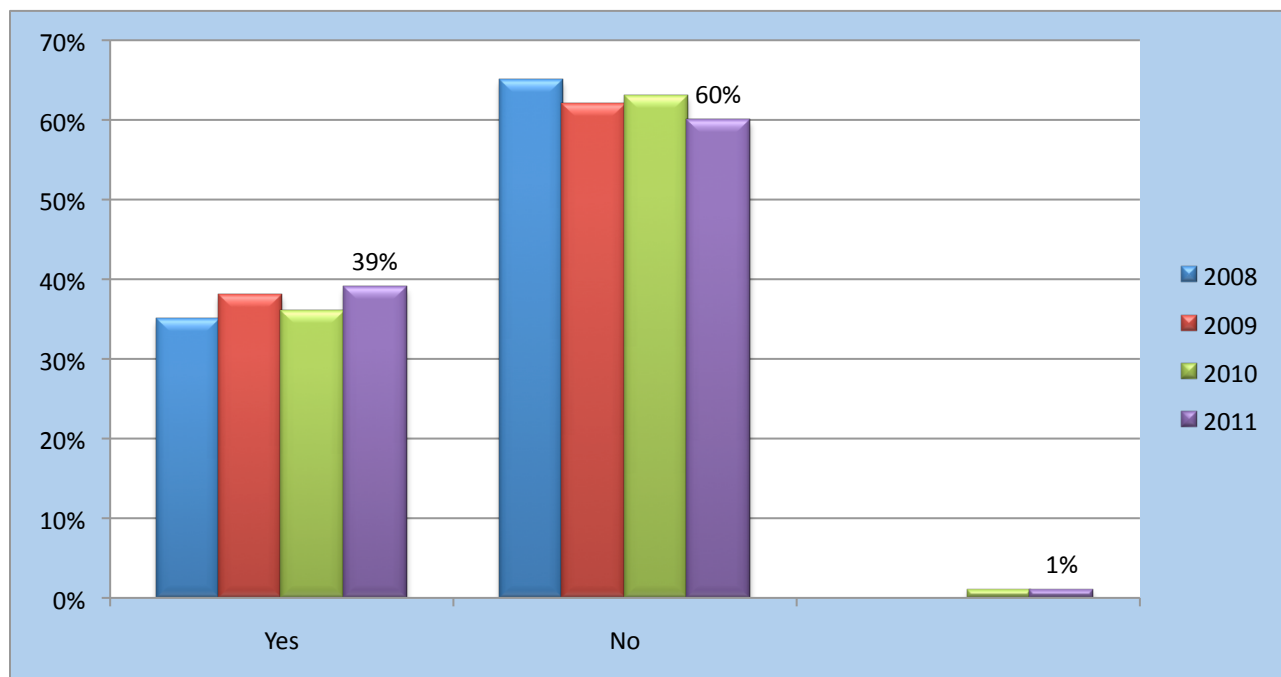
**Q18. In what area can West Valley City parks be improved?**

	2008	2009	2010	2011
Playground equipment	35%	33%	32%	<b>33%</b>
Landscaping	27%	21%	20%	<b>22%</b>
Athletic Fields	14%	15%	16%	<b>15%</b>
Maintenance - clean up trash/better lighting/unlock bathroom	3%	6%	4%	<b>7%</b>
More security	3%	3%	2%	<b>2%</b>
More/better parks	2%	2%	5%	<b>2%</b>
More rec centers/facilities/activities offered	2%	0%	1%	<b>0%</b>
More sitting areas - benches/picnic tables/shade trees	1%	1%	1%	<b>1%</b>
All of the above	1%	0%	0%	<b>0%</b>
Other	2%	3%	3%	<b>0%</b>
Don't Know	16%	24%	24%	<b>26%</b>



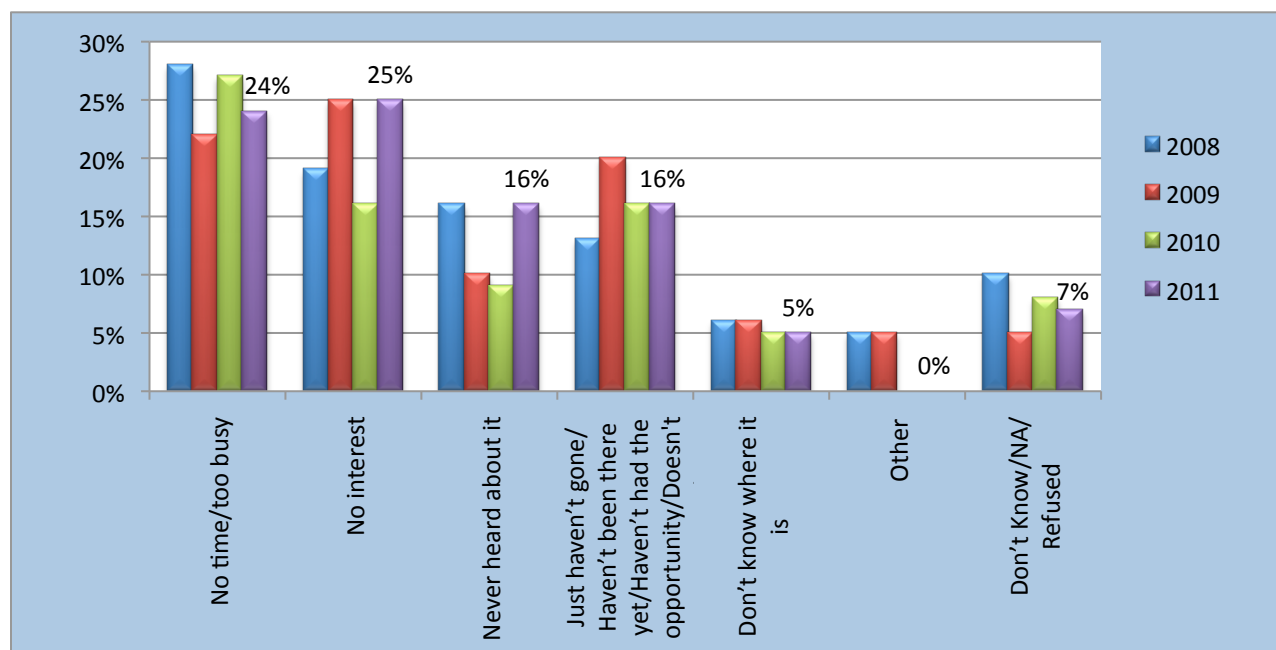
**Q19. Have you ever been to the Utah Cultural Celebration Center for an event, art exhibit, or any other reason?**

	2008	2009	2010	2011
Yes	35%	38%	36%	<b>39%</b>
No	65%	62%	63%	<b>60%</b>
Don't know	0%	0%	1%	<b>1%</b>



## 19A. Why not?

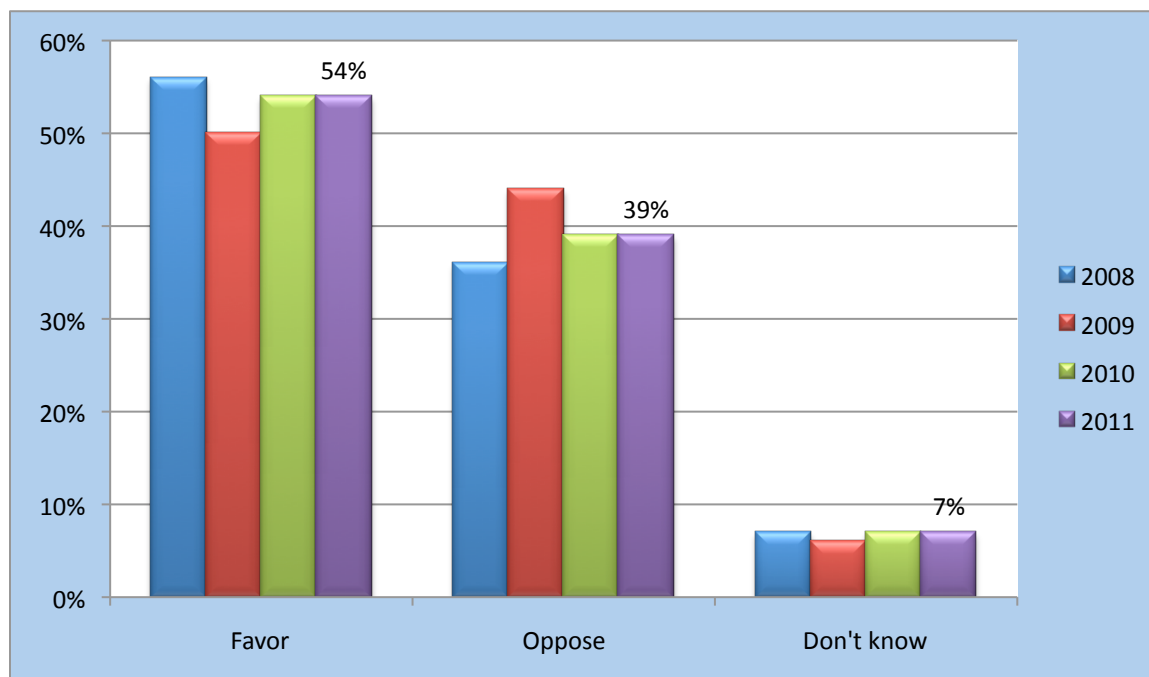
HAVE NOT BEEN TO THE UTAH CULTURAL CELEBRATION CENTER	2008 n=327	2009 n=319	2010 n=316	2011 n=301
No time/too busy	28%	22%	27%	24%
No interest	19%	25%	16%	25%
Never heard about it	16%	10%	9%	16%
Just haven't gone/Haven't been there yet/Haven't had the opportunity/Doesn't go out anywhere	13%	20%	16%	16%
Don't know where it is	6%	6%	5%	5%
Other	5%	5%	0%	0%
Don't Know/ NA/Refused	10%	5%	8%	7%



\*In the 2009 wave, 'Refused' was combined with 'Don't know.'

**Q22. Would you favor or oppose a tax increase to provide funding for additional police officers in West Valley City?**

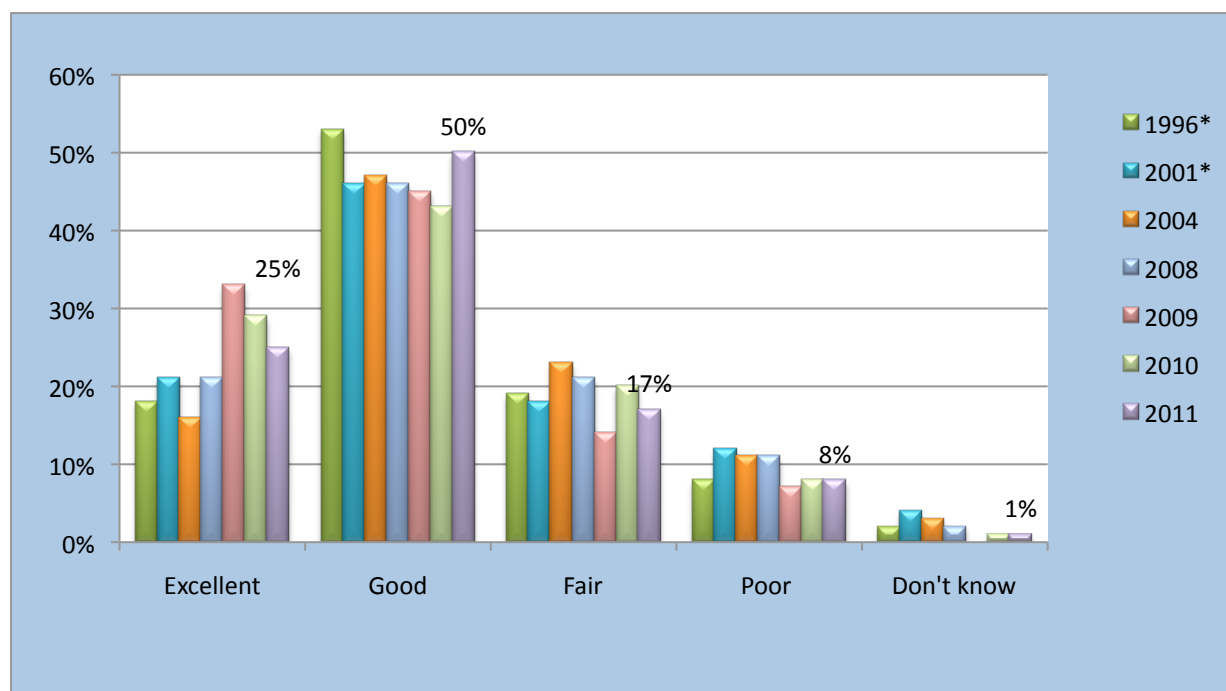
	2008	2009	2010	2011
Favor	56%	50%	54%	<b>54%</b>
Oppose	36%	44%	39%	<b>39%</b>
Don't know	7%	6%	7%	<b>7%</b>



**Q23A. During 2010, how would you rate the overall service provided to you and your household by the West Valley City Police?**

Had Contact with Police	1996*	2001*	2004	2008	2009	2010	2011
<b>Top 2 (net)</b>	<b>71%</b>	<b>67%</b>	<b>64%</b>	<b>67%</b>	<b>79%</b>	<b>72%</b>	<b>75%</b>
Excellent	18%	21%	16%	21%	33%	29%	25%
Good	53%	46%	47%	46%	45%	43%	50%
<b>Bottom 2 (net)</b>	<b>27%</b>	<b>30%</b>	<b>34%</b>	<b>32%</b>	<b>22%</b>	<b>28%</b>	<b>25%</b>
Fair	19%	18%	23%	21%	14%	20%	17%
Poor	8%	12%	11%	11%	7%	8%	8%
<b>Don't know</b>	<b>2%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>

\*Percentages are based on those that had contact with Police. Original table with "Had no contact" included is below.



\*1996 & 2001 the time evaluated was "past 3 months"

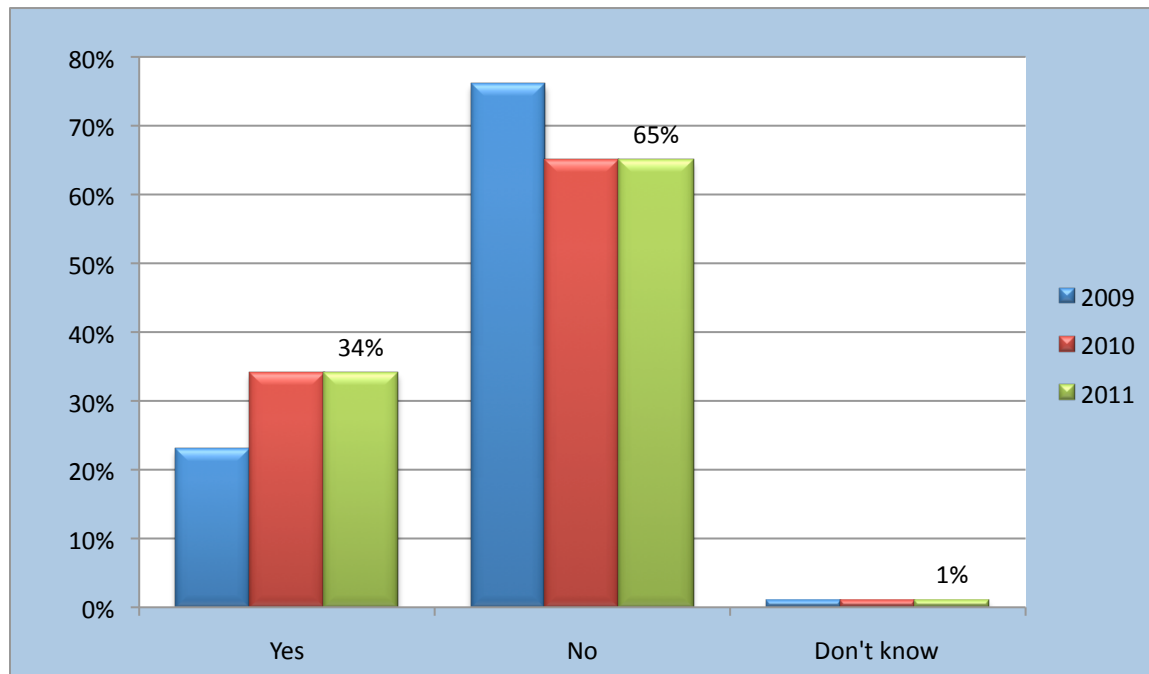
\*\*Starting 2009, reworded question to reflect prior year – 2008 & 2004 wording: How would you rate the overall service provided to you and your household by the West Valley City Police over the last year?

Had no contact		43%	27%	42%	42%	31%	46%
Original	1996*	2001*	2004	2008	2009	2010	2011
<b>Top 2 (net)</b>	<b>71%</b>	<b>38%</b>	<b>47%</b>	<b>38%</b>	<b>45%</b>	<b>49%</b>	<b>40%</b>
Excellent	18%	12%	12%	12%	18%	20%	13%
Good	53%	26%	35%	26%	27%	29%	27%
<b>Bottom 2 (net)</b>	<b>27%</b>	<b>17%</b>	<b>25%</b>	<b>18%</b>	<b>12%</b>	<b>20%</b>	<b>13%</b>
Fair	19%	10%	17%	12%	8%	14%	9%
Poor	8%	7%	8%	6%	4%	6%	4%
<b>Don't know</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>



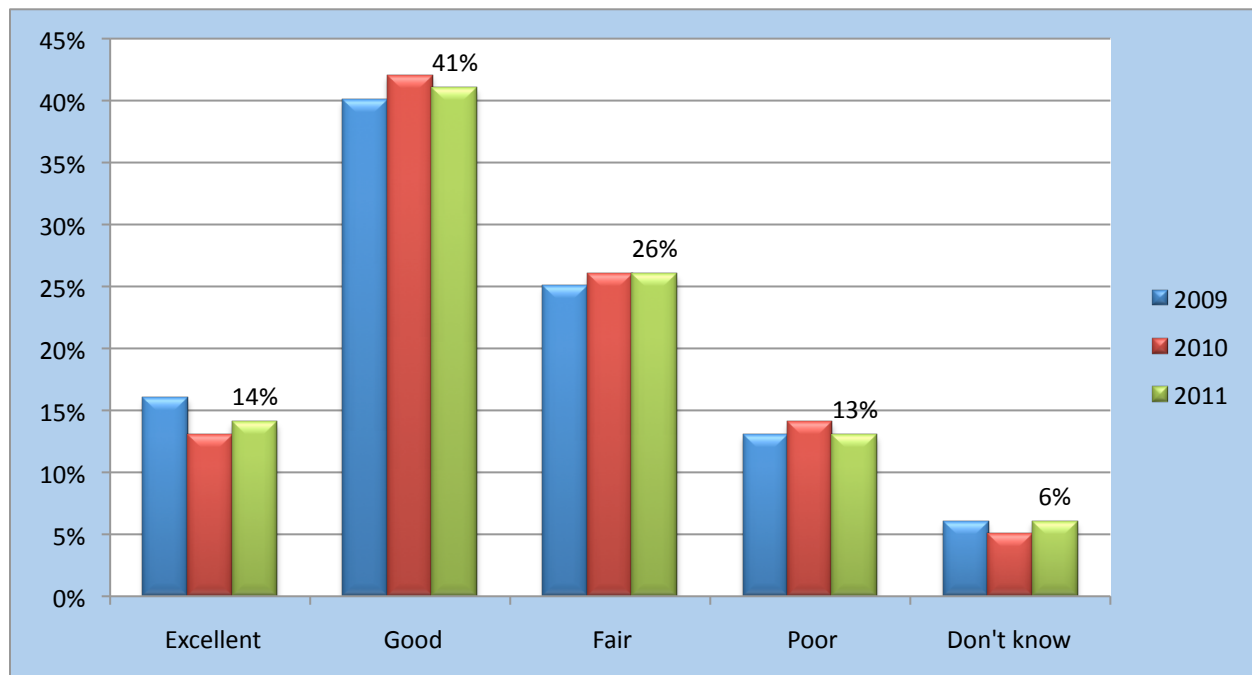
**Q23. During the previous year, did you call the West Valley City Police to report a crime?**

	<b>2009</b>	<b>2010</b> n=340	<b>2011</b> n=265
Yes	23%	34%	<b>34%</b>
No	76%	65%	<b>65%</b>
Don't know	1%	1%	<b>1%</b>



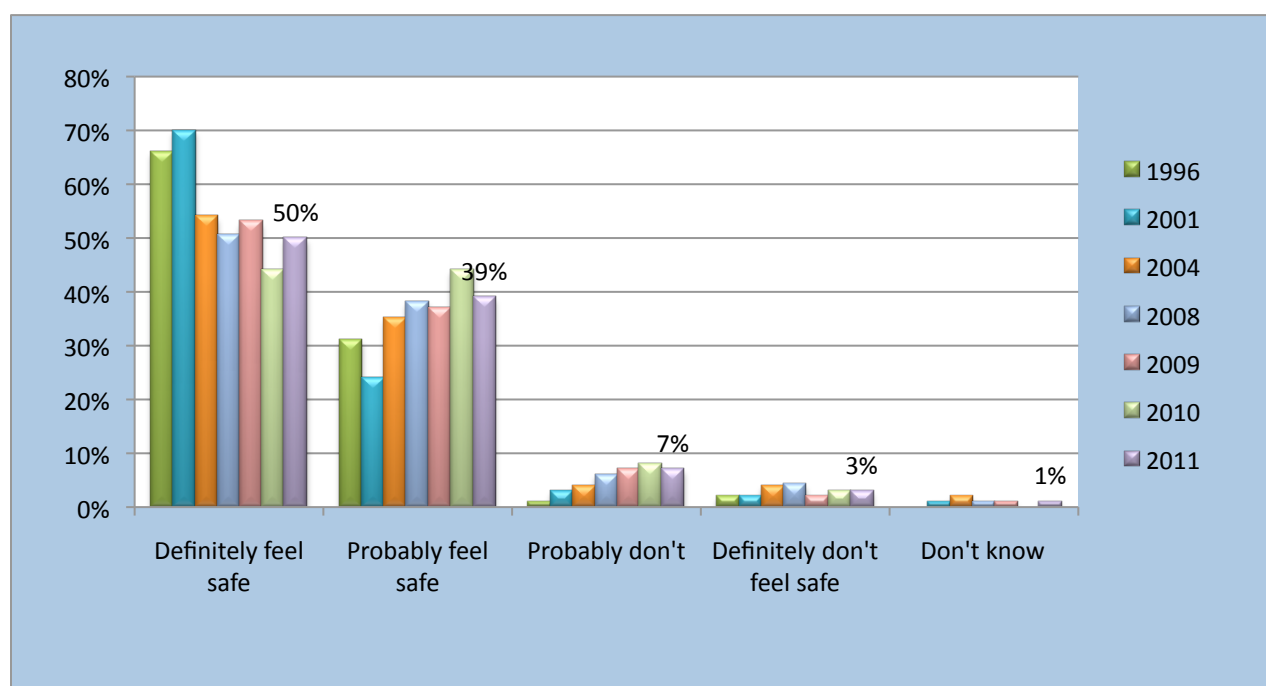
**Q23B. When calling emergency services each call is given a priority status. In 2010, the average response time for a Priority 1 call was 7 minutes and 14 seconds. Do you think this is...**

	2009	2010	2011
<b>Top 2 (net)</b>	<b>56%</b>	<b>55%</b>	<b>55%</b>
Excellent	16%	13%	14%
Good	40%	42%	41%
<b>Bottom 2 (net)</b>	<b>38%</b>	<b>40%</b>	<b>39%</b>
Fair	25%	26%	26%
Poor	13%	14%	13%
<b>Don't know</b>	<b>6%</b>	<b>5%</b>	<b>6%</b>



**Q24. During the day, do you feel safe in West Valley City neighborhoods?**

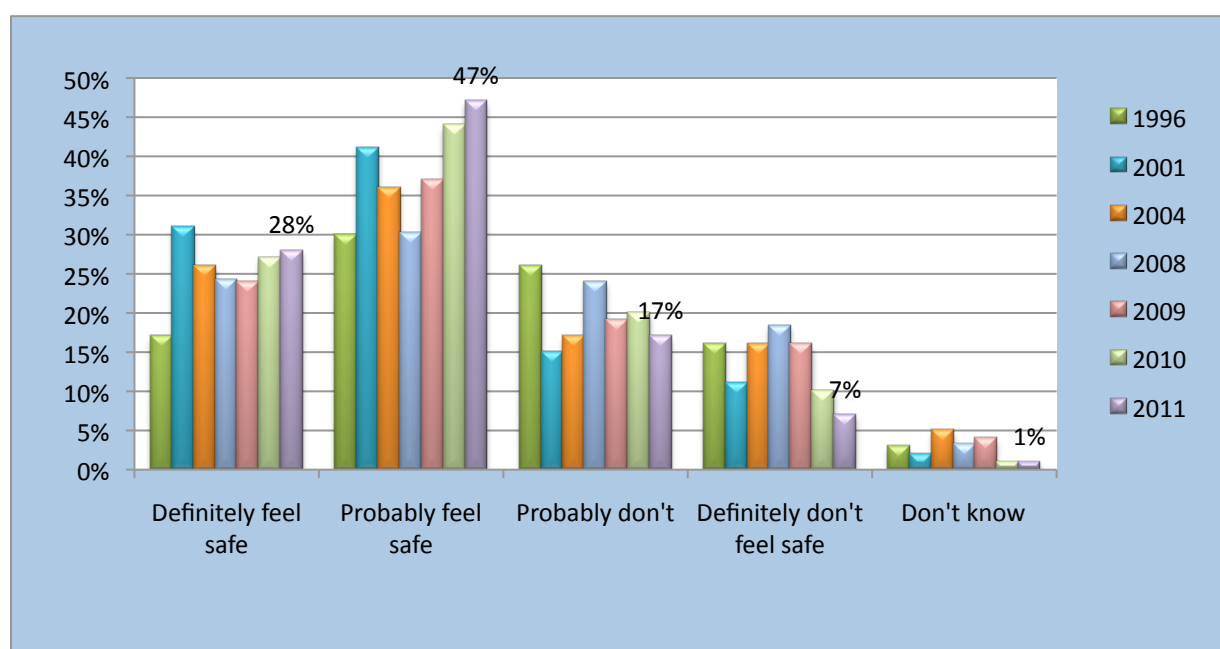
	1996	2001	2004	2008	2009	2010*	2011
<b>Feel Safe (net)</b>	<b>97%</b>	<b>94%</b>	<b>89%</b>	<b>89%</b>	<b>90%</b>	<b>88%</b>	<b>89%</b>
Definitely feel safe	66%	70%	54%	51%	53%	44%	<b>50%</b>
Probably feel safe	31%	24%	35%	38%	37%	44%	<b>39%</b>
<b>Don't Feel Safe (net)</b>	<b>3%</b>	<b>5%</b>	<b>8%</b>	<b>10%</b>	<b>9%</b>	<b>11%</b>	<b>10%</b>
Probably don't	1%	3%	4%	6%	7%	8%	<b>7%</b>
Definitely don't feel safe	2%	2%	4%	4%	2%	3%	<b>3%</b>
<b>Don't know</b>	<b>0%</b>	<b>1%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>



\*Question wording change 2010 – no longer ask about walking or driving during the day

**Q25. During the night, do you feel safe in West Valley City neighborhoods?**

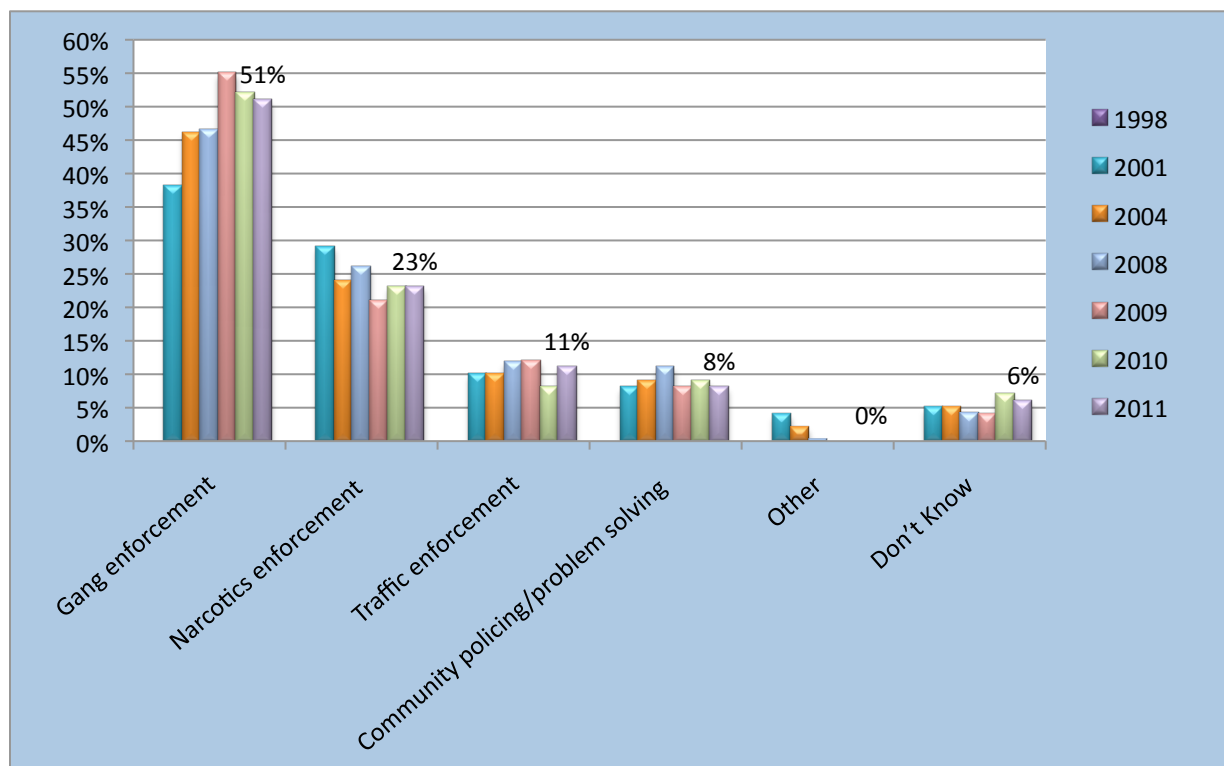
	1996	2001	2004	2008	2009	2010*	2011
<b>Feel Safe (net)</b>	<b>47%</b>	<b>72%</b>	<b>62%</b>	<b>54%</b>	<b>61%</b>	<b>71%</b>	<b>75%</b>
Definitely feel safe	17%	31%	26%	24%	24%	27%	28%
Probably feel safe	30%	41%	36%	30%	37%	44%	47%
<b>Don't Feel Safe (net)</b>	<b>42%</b>	<b>26%</b>	<b>33%</b>	<b>42%</b>	<b>35%</b>	<b>30%</b>	<b>24%</b>
Probably don't	26%	15%	17%	24%	19%	20%	17%
Definitely don't feel safe	16%	11%	16%	18%	16%	10%	7%
<b>Don't know</b>	<b>3%</b>	<b>2%</b>	<b>5%</b>	<b>3%</b>	<b>4%</b>	<b>1%</b>	<b>1%</b>



\*Question wording change 2010 – no longer includes the wording of walking or driving in West Valley city

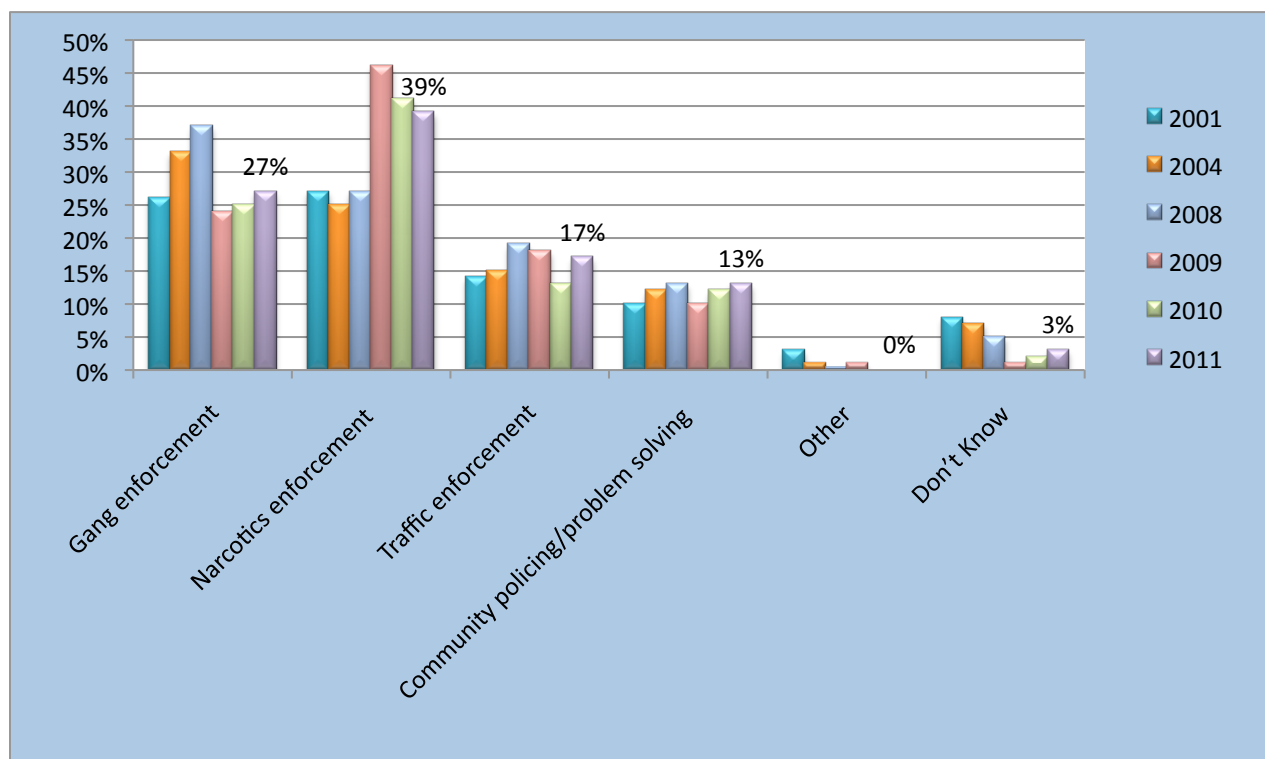
**Q26. The West Valley Police Department deals with a variety of law enforcement issues. Please rank the following from 1-4 in order of importance: First Mention**

	2001	2004	2008	2009	2010	2011
Gang enforcement	38%	46%	47%	55%	52%	<b>51%</b>
Narcotics enforcement	29%	24%	26%	21%	23%	<b>23%</b>
Traffic enforcement (speeding, red light violations, etc.)	10%	10%	12%	12%	8%	<b>11%</b>
Community policing / problem solving	8%	9%	11%	8%	9%	<b>8%</b>
Other	4%	2%	0%	0%	0%	<b>0%</b>
Don't Know	5%	5%	4%	4%	7%	<b>6%</b>



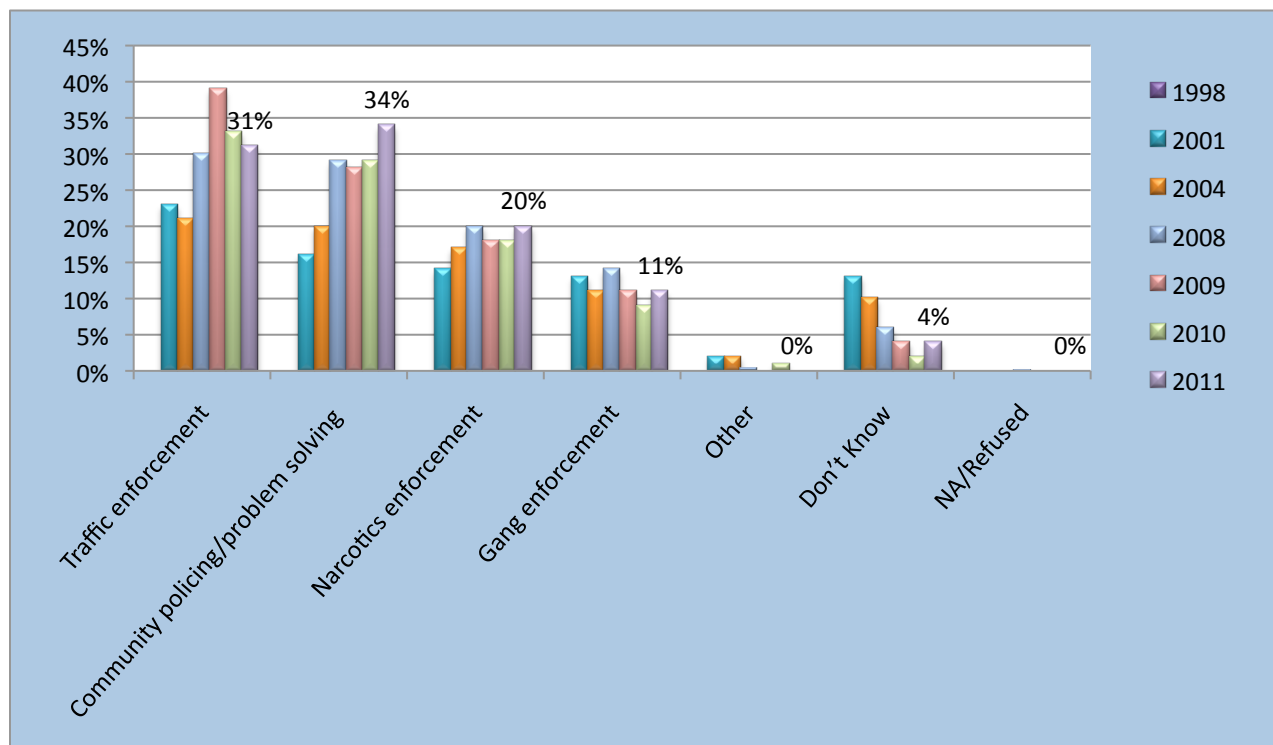
**Q27. The West Valley Police Department deals with a variety of law enforcement issues. Please rank the following from 1-4 in order of importance: Which is second?**

	2001	2004	2008	2009	2010	2011
Gang enforcement	26%	33%	37%	24%	25%	<b>27%</b>
Narcotics enforcement	27%	25%	27%	46%	41%	<b>39%</b>
Traffic enforcement (speeding, red light violations, etc.)	14%	15%	19%	18%	13%	<b>17%</b>
Community policing / problem solving	10%	12%	13%	10%	12%	<b>13%</b>
Other	3%	1%	0%	1%	0%	<b>0%</b>
Don't Know	8%	7%	5%	1%	2%	<b>3%</b>



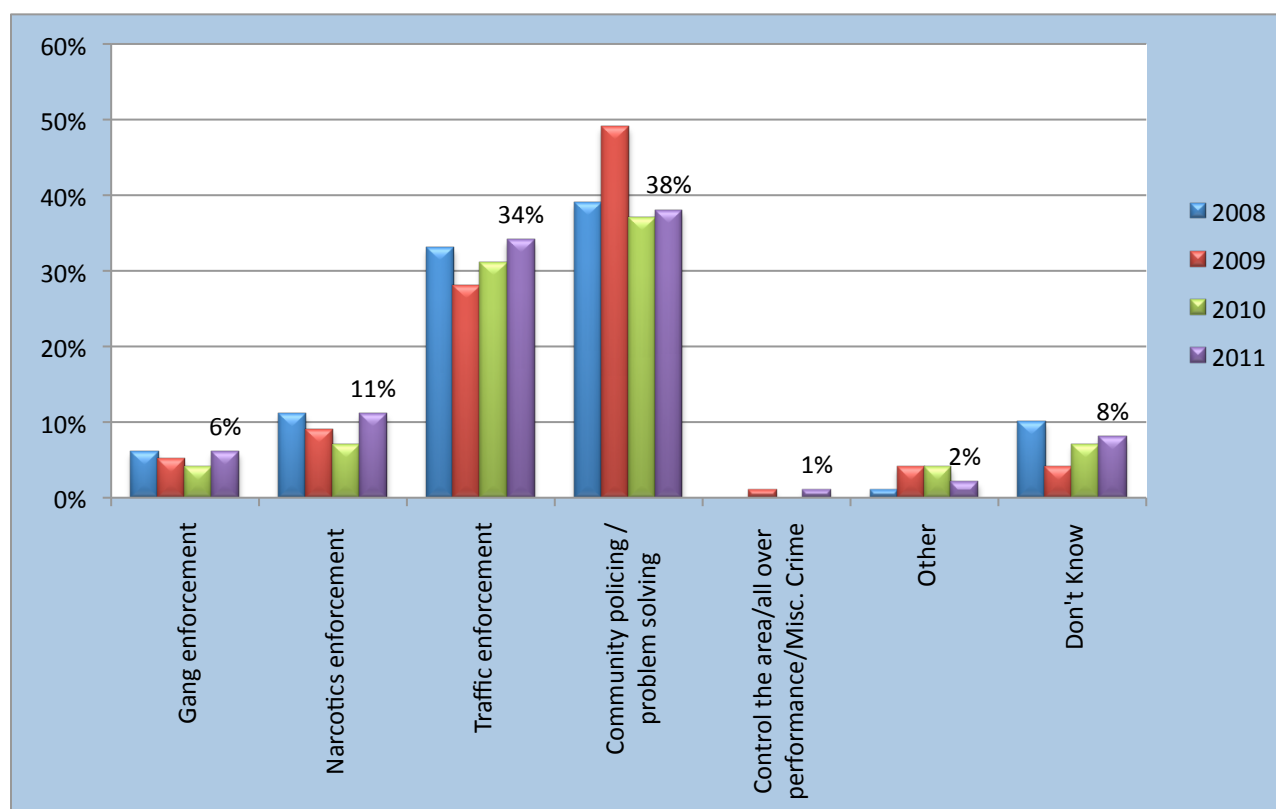
**Q28. The West Valley Police Department deals with a variety of law enforcement issues. Please rank the following from 1-4 in order of importance: Which is third?**

	2001	2004	2008	2009	2010	2011
Traffic enforcement (speeding, red light violations, etc.)	23%	21%	30%	39%	33%	<b>31%</b>
Community policing / problem solving	16%	20%	29%	28%	29%	<b>34%</b>
Narcotics enforcement	14%	17%	20%	18%	18%	<b>20%</b>
Gang enforcement	13%	11%	14%	11%	9%	<b>11%</b>
Other	2%	2%	0%	0%	1%	<b>0%</b>
Don't Know	13%	10%	6%	4%	2%	<b>4%</b>
NA/Refused			0%	0%	0%	<b>0%</b>



**Q29. The West Valley Police Department deals with a variety of law enforcement issues. Please rank the following from 1-4 in order of importance: Which is fourth?**

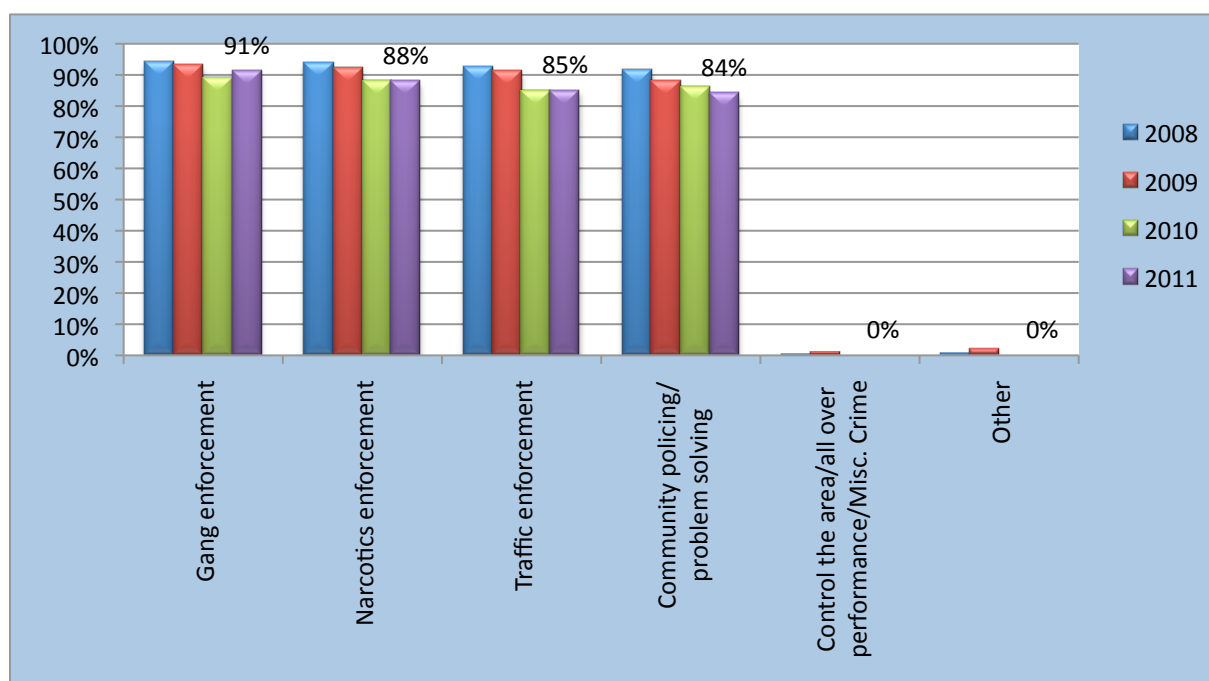
	2001	2004	2008	2009	2010	2011
Gang enforcement	0%	0%	6%	5%	4%	<b>6%</b>
Narcotics enforcement	0%	0%	11%	9%	7%	<b>11%</b>
Traffic enforcement (speeding, red light violations, etc.)	0%	0%	33%	28%	31%	<b>34%</b>
Community policing / problem solving	0%	0%	39%	49%	37%	<b>38%</b>
Control the area/all over performance/Misc. Crime	0%	0%	0.4%	1%	0%	<b>1%</b>
Other	0%	0%	1%	4%	4%	<b>2%</b>
Don't Know			10%	4%	7%	<b>8%</b>





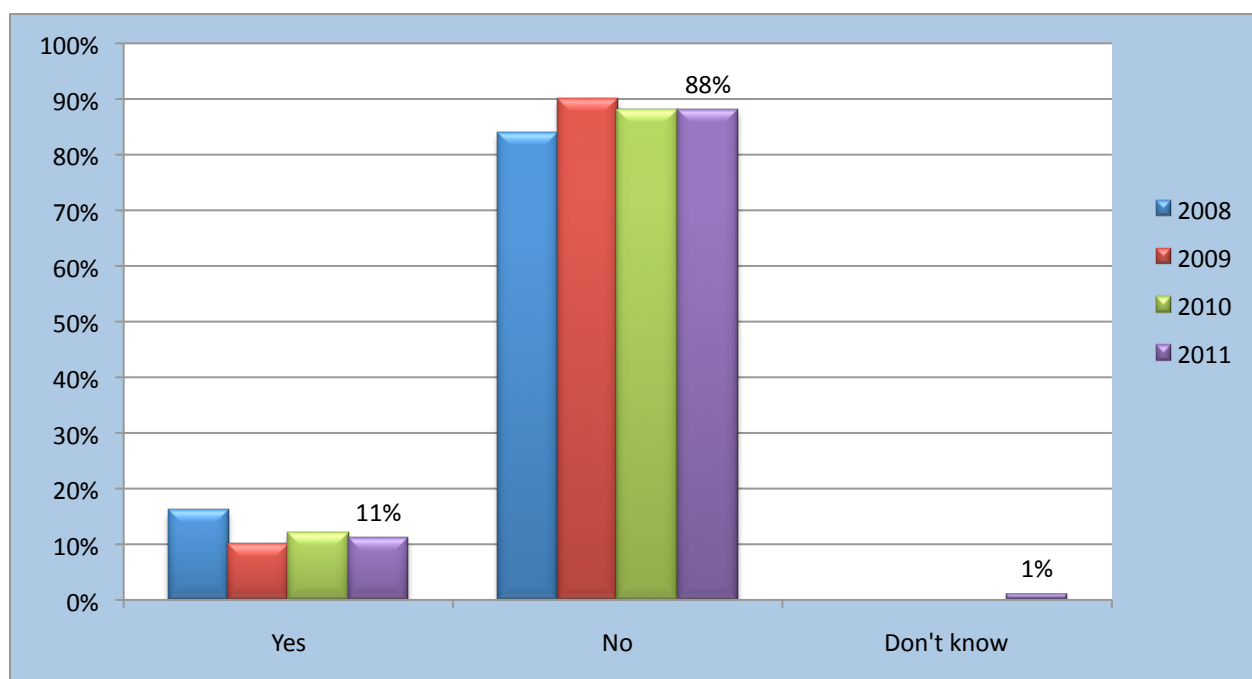
**Q26-Q29. The West Valley Police Department deals with a variety of law enforcement issues. Please rank the following from 1-4 in order of importance: Summary**

	2008	2009	2010	2011
Gang enforcement	94%	93%	89%	<b>91%</b>
Narcotics enforcement	94%	92%	88%	<b>88%</b>
Traffic enforcement (speeding, red light violations, etc.)	93%	91%	85%	<b>85%</b>
Community policing/problem solving	92%	88%	86%	<b>84%</b>
Control the area/all over performance/Misc. Crime	0%	1%	0%	<b>0%</b>
Other	1%	2%	2%	<b>0%</b>



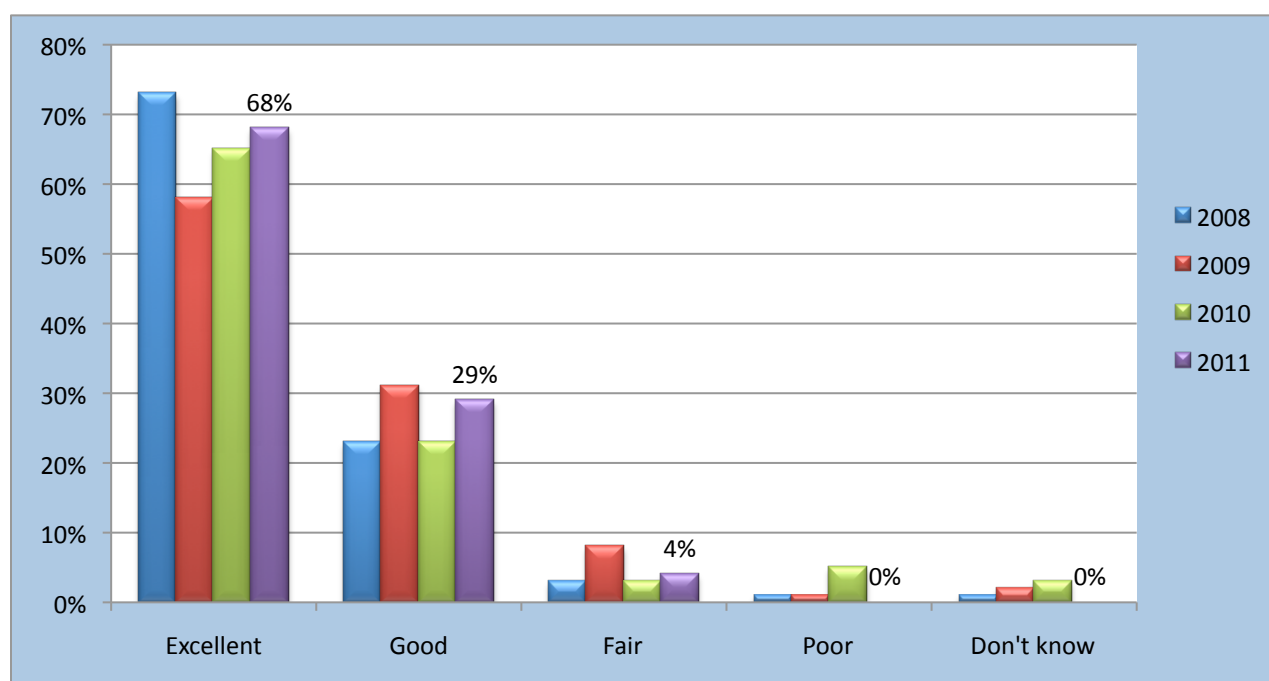
**Q31. Have you ever called 9-1-1 for a fire emergency in West Valley City?**

	2008	2009	2010	2011
Yes	16%	10%	12%	<b>11%</b>
No	84%	90%	88%	<b>88%</b>
Don't know	0%	0%	0%	<b>1%</b>



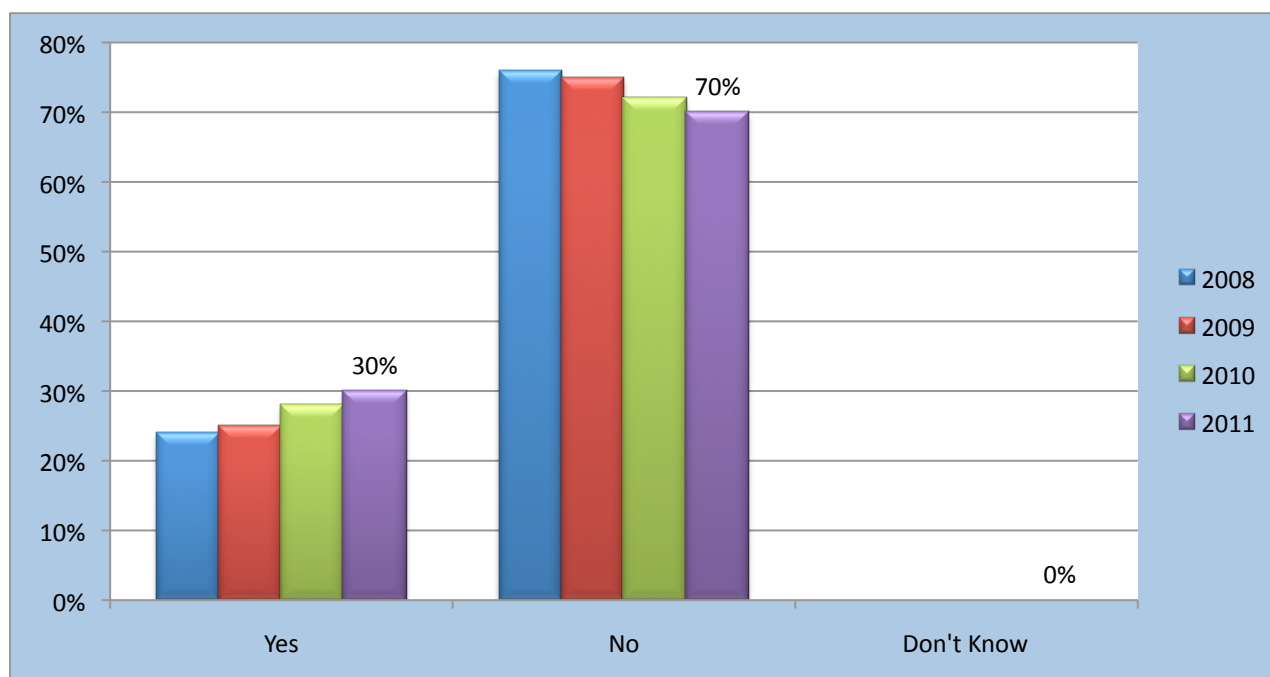
**Q32. How would you rate the response time of the fire department?**

HAVE CALLED 9-1-1 FOR FIRE EMERGENCY IN WEST VALLEY CITY	2008 n=80	2009 n=55	2010 n=60	2011 n=56
<b>Top 2 (net)</b>	<b>96%</b>	<b>89%</b>	<b>88%</b>	<b>97%</b>
Excellent	73%	58%	65%	<b>68%</b>
Good	23%	31%	23%	<b>29%</b>
<b>Bottom 2 (net)</b>	<b>4%</b>	<b>9%</b>	<b>8%</b>	<b>4%</b>
Fair	3%	8%	3%	<b>4%</b>
Poor	1%	1%	5%	<b>0%</b>
<b>Don't know</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>0%</b>



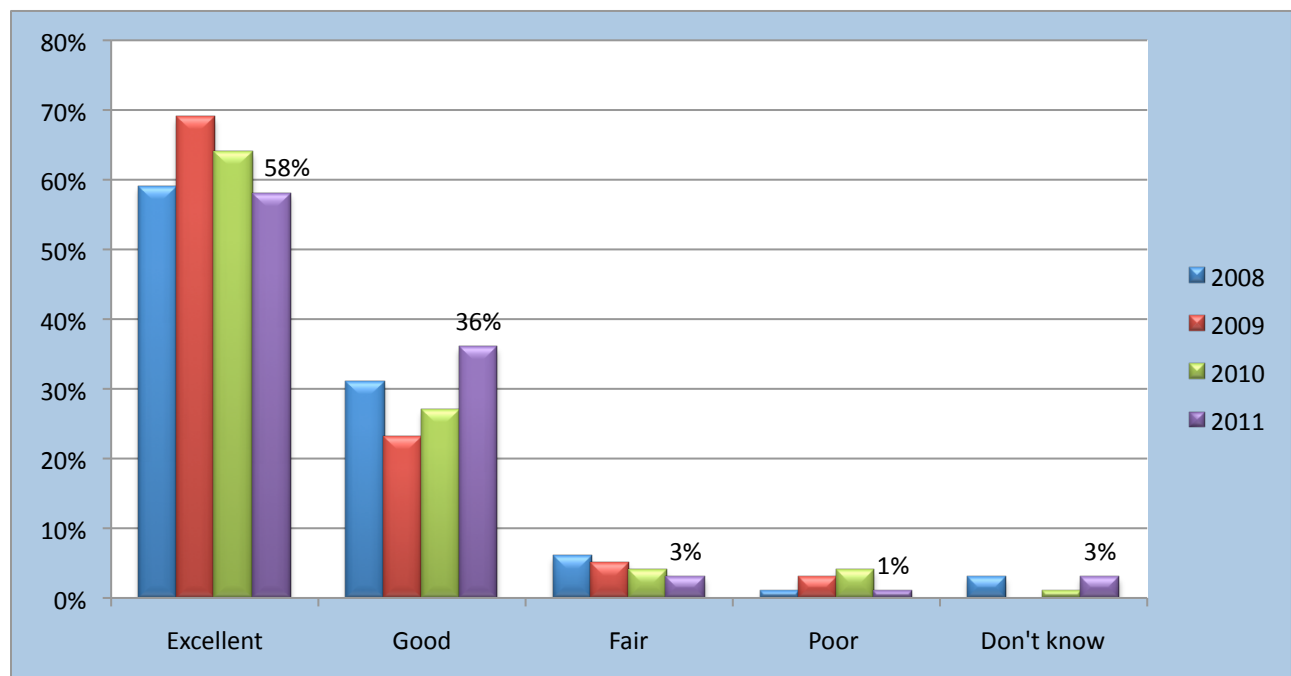
**Q33. Have you ever called 9-1-1 for an ambulance emergency in West Valley City?**

	2008	2009	2010	2011
Yes	24%	25%	28%	<b>30%</b>
No	76%	75%	72%	<b>70%</b>
Don't Know	0%	0%	0%	<b>0%</b>



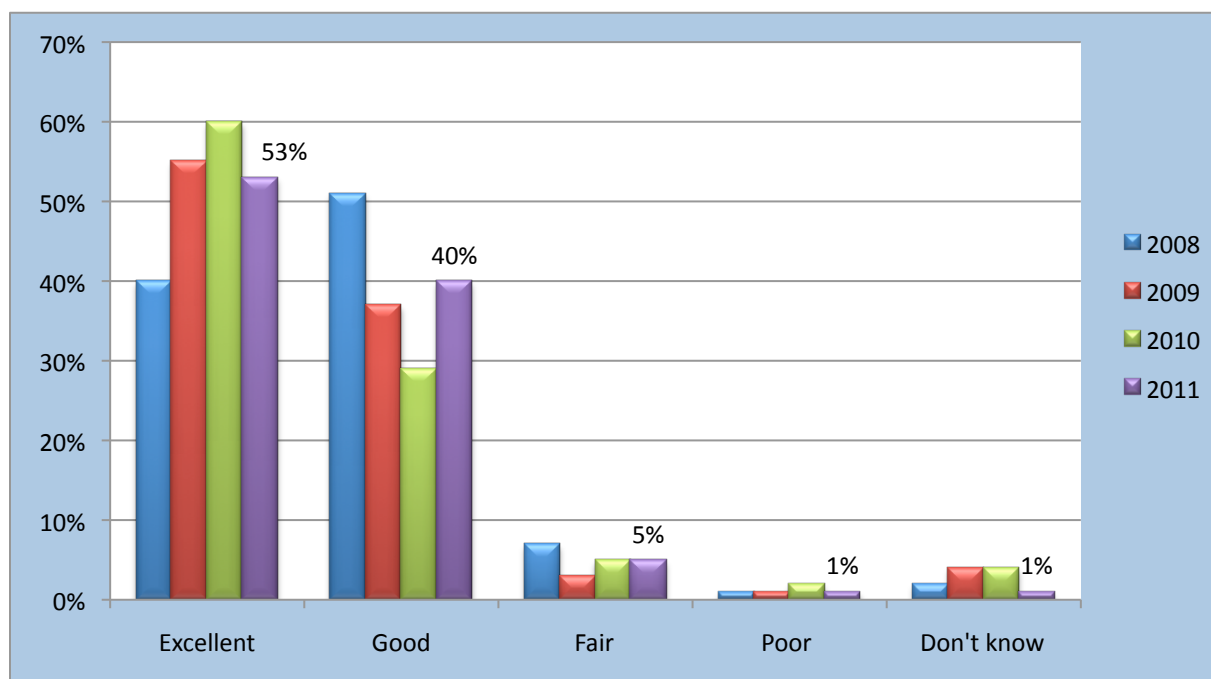
**Q34. How would you rate the response time of the ambulance?**

HAVE CALLED 9-1-1 FOR AMBULANCE EMERGENCY IN WEST VALLEY CITY	2008: n=116	2009 n=144	2010 n=138	2011 n=152
<b>Top 2 (net)</b>	<b>90%</b>	<b>92%</b>	<b>91%</b>	<b>94%</b>
Excellent	59%	69%	64%	<b>58%</b>
Good	31%	23%	27%	<b>36%</b>
<b>Bottom 2 (net)</b>	<b>7%</b>	<b>8%</b>	<b>8%</b>	<b>4%</b>
Fair	6%	5%	4%	<b>3%</b>
Poor	1%	3%	4%	<b>1%</b>
<b>Don't know</b>	<b>3%</b>	<b>0%</b>	<b>1%</b>	<b>3%</b>



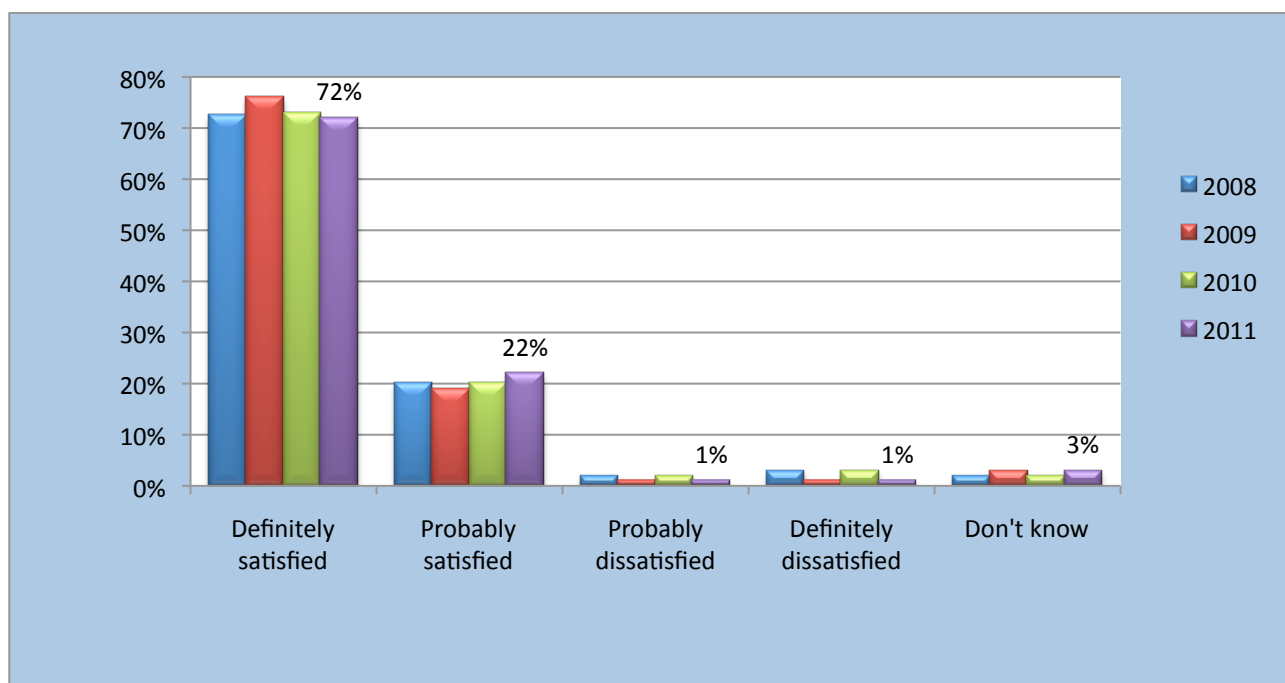
**Q35. Overall, how would you rate the City's ambulance service?**

HAVE CALLED 9-1-1 FOR AMBULANCE EMERGENCY IN WEST VALLEY CITY	2008: N=116	2009 N=144	2010 N=138	2011 N=138
<b>Top 2 (Net)</b>	<b>91%</b>	<b>92%</b>	<b>89%</b>	<b>93%</b>
Excellent	40%	55%	60%	<b>53%</b>
Good	51%	37%	29%	<b>40%</b>
<b>Bottom 2 (Net)</b>	<b>8%</b>	<b>4%</b>	<b>7%</b>	<b>6%</b>
Fair	7%	3%	5%	<b>5%</b>
Poor	1%	1%	2%	<b>1%</b>
<b>Don't know</b>	<b>2%</b>	<b>4%</b>	<b>4%</b>	<b>1%</b>



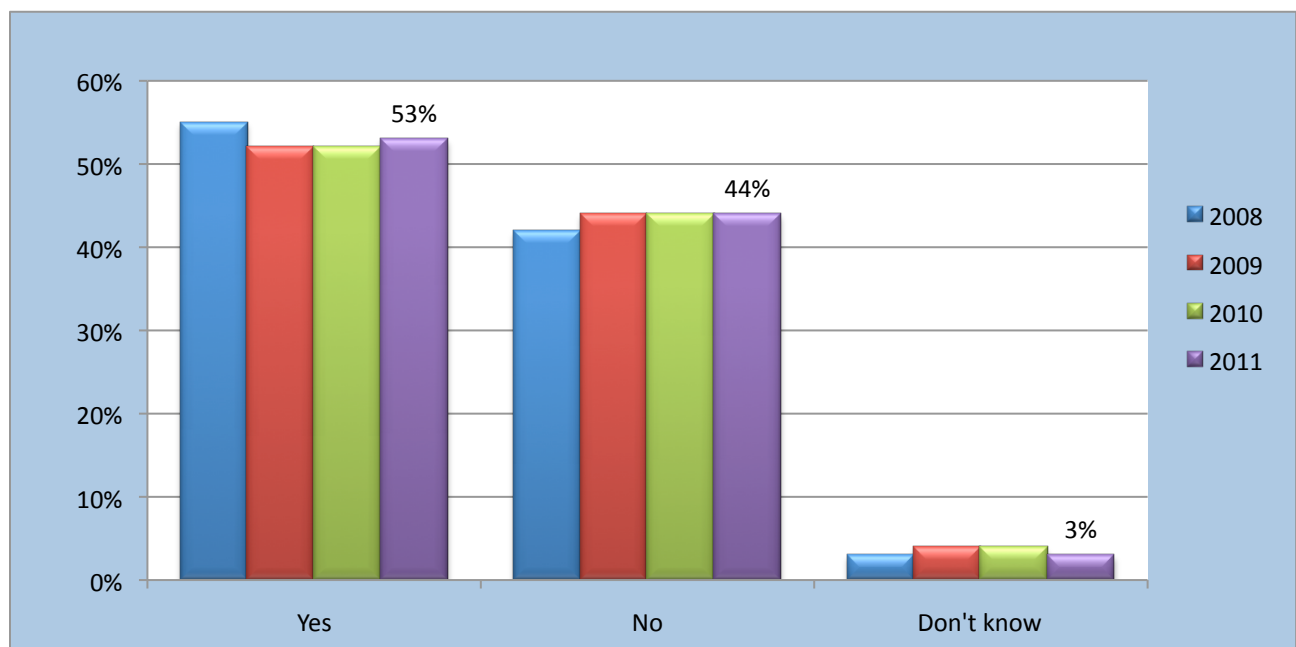
**Q36. Are you satisfied with the weekly garbage collection service you receive?**

	2008	2009	2010	2011
<b>Satisfied (Net)</b>	<b>93%</b>	<b>85%</b>	<b>93%</b>	<b>94%</b>
Very satisfied	73%	76%	73%	<b>72%</b>
Probably satisfied	20%	19%	20%	<b>22%</b>
<b>Dissatisfied (Net)</b>	<b>5%</b>	<b>2%</b>	<b>5%</b>	<b>2%</b>
Probably dissatisfied	2%	1%	2%	<b>1%</b>
Very dissatisfied	3%	1%	3%	<b>1%</b>
<b>Don't know</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>



**Q37. In the past year, have you used the City's bulky waste collection service?**

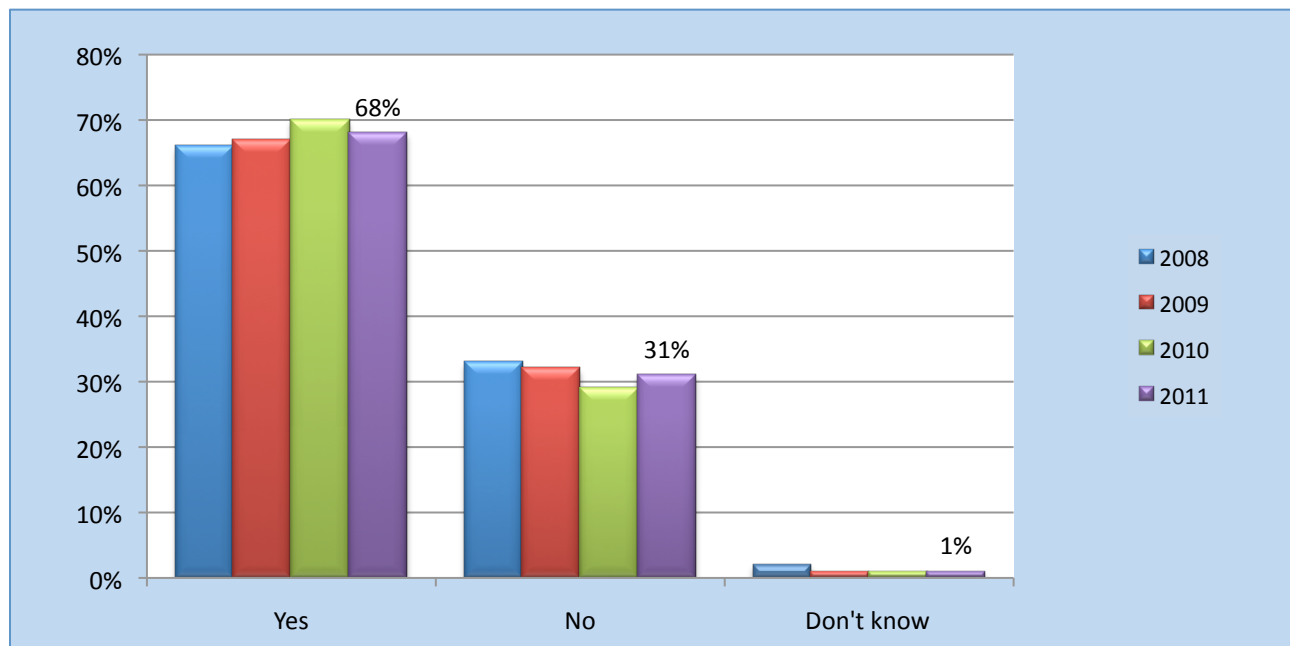
	2008	2009	2010	2011
Yes	55%	52%	52%	<b>53%</b>
No	42%	44%	44%	<b>44%</b>
Don't know	3%	4%	4%	<b>3%</b>





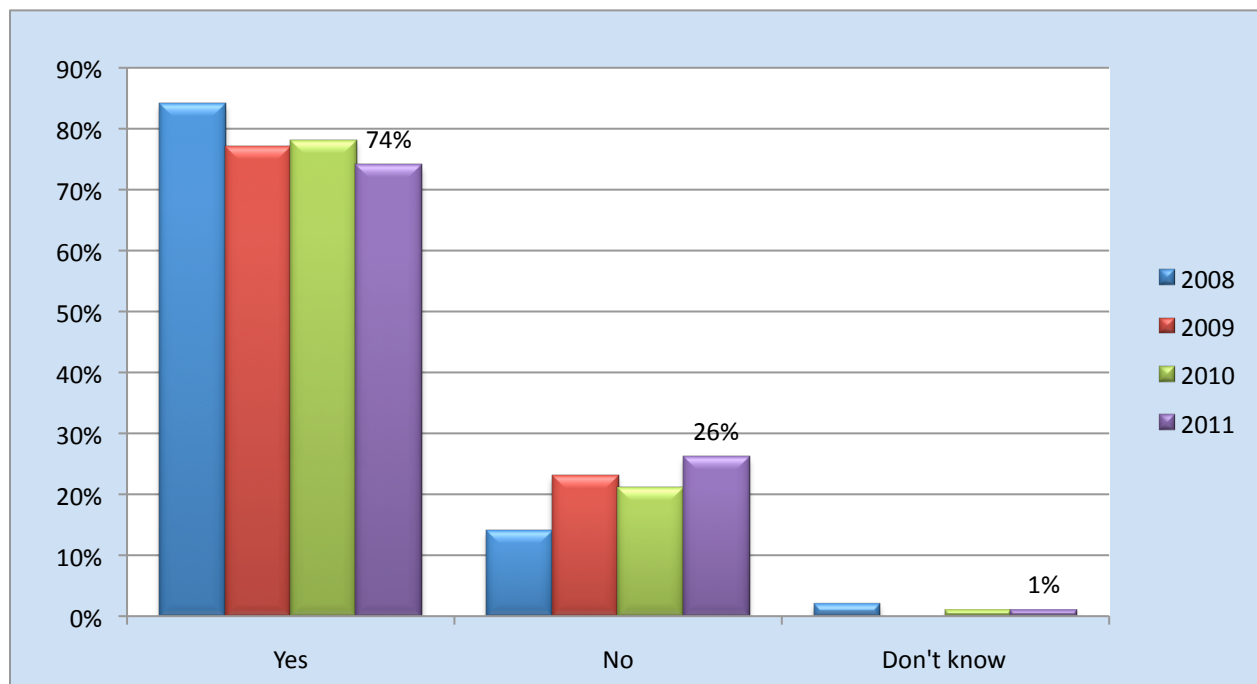
**Q38. In the past year have you used the City's neighborhood dumpster service?**

	2008	2009	2010	2011
Yes	66%	67%	70%	<b>68%</b>
No	33%	32%	29%	<b>31%</b>
Don't know	2%	1%	1%	<b>1%</b>



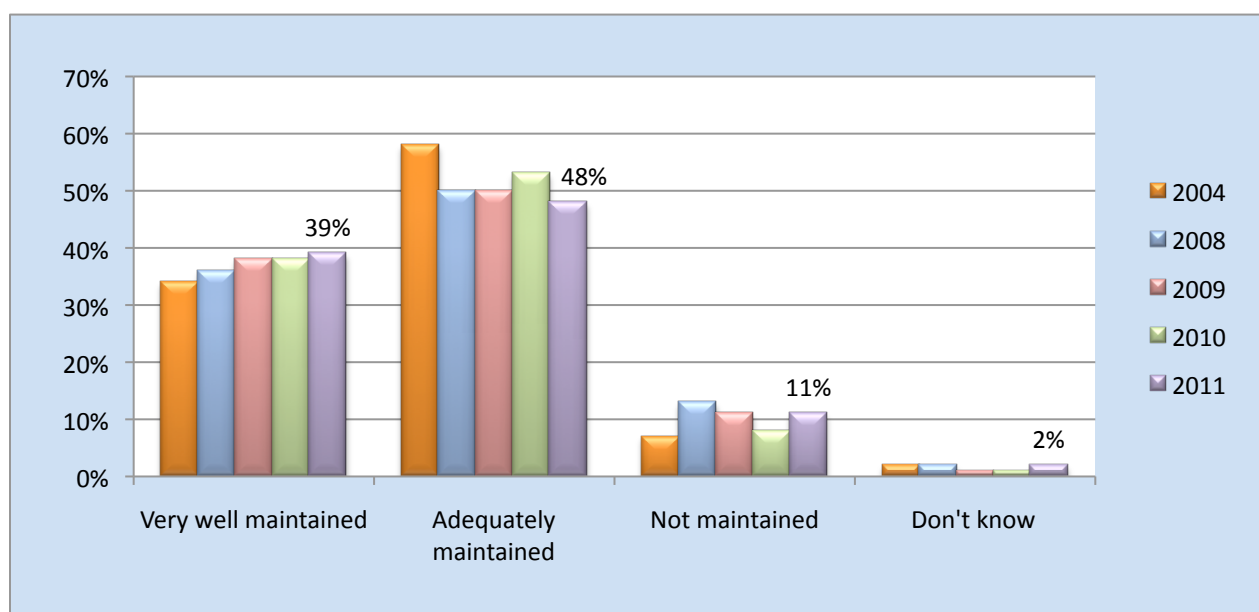
**Q39. In the past year have you used the City's curbside recycling service?\***

	2008*	2009	2010	2011
Yes	84%	77%	78%	<b>74%</b>
No	14%	23%	21%	<b>26%</b>
Don't know	2%	0%	1%	<b>1%</b>



**Q41. How well maintained are the streets in your neighborhood?**

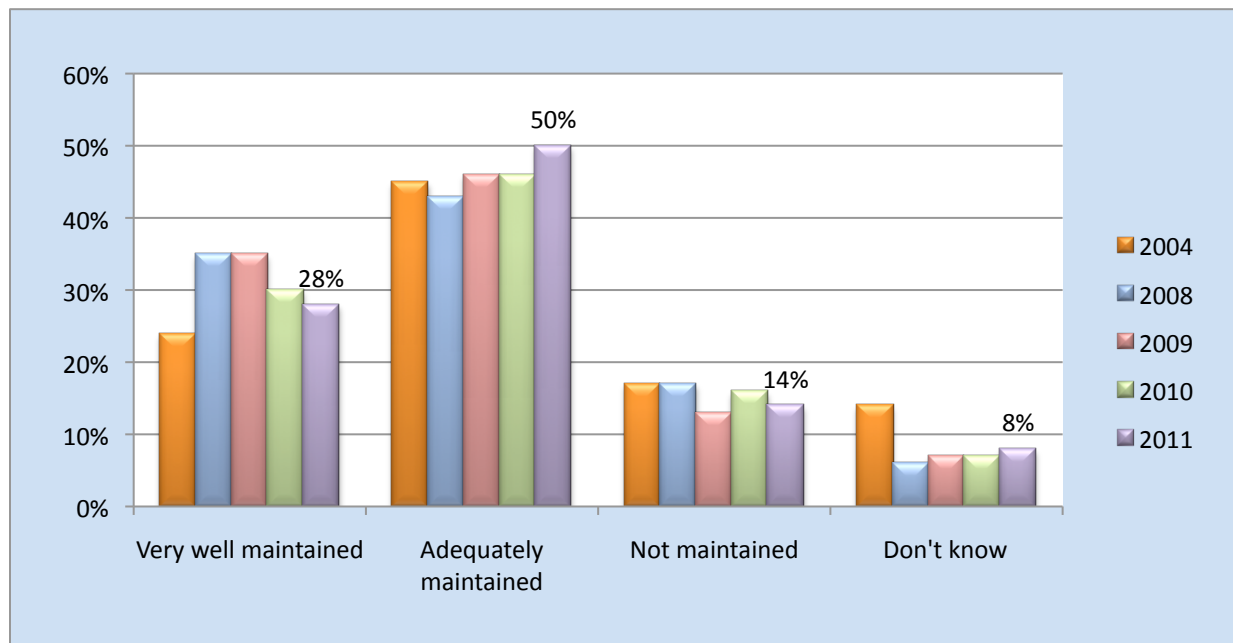
	2004	2008	2009	2010	2011
<b>Maintained (net)</b>	<b>92%</b>	<b>86%</b>	<b>88%</b>	<b>91%</b>	<b>87%</b>
Very well maintained	34%	36%	38%	38%	<b>39%</b>
Adequately maintained	58%	50%	50%	53%	<b>48%</b>
<b>Not maintained</b>	<b>7%</b>	<b>13%</b>	<b>11%</b>	<b>8%</b>	<b>11%</b>
<b>Don't know</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>2%</b>



Q41. How well maintained are the streets in your neighborhood?

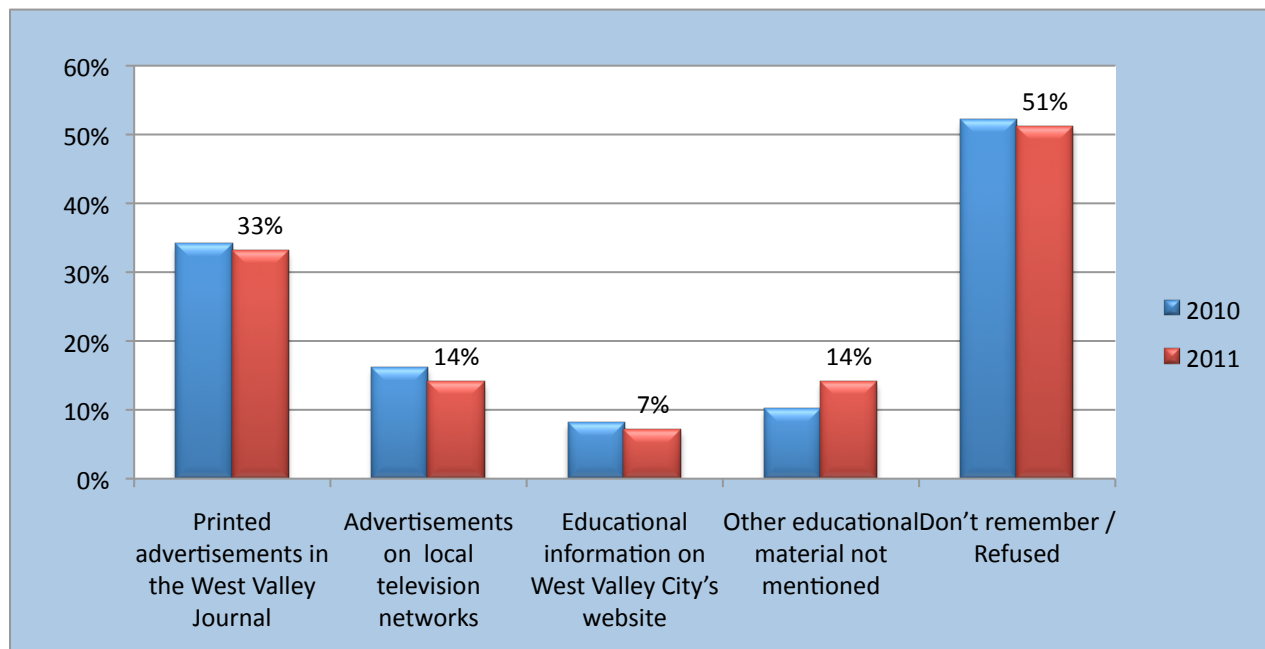
**Q42. How well maintained are the sidewalks in your neighborhood?**

	2004	2008	2009	2010	2011
<b>Maintained (net)</b>	<b>69%</b>	<b>78%</b>	<b>81%</b>	<b>76%</b>	<b>78%</b>
Very well maintained	24%	35%	35%	30%	<b>28%</b>
Adequately maintained	45%	43%	46%	46%	<b>50%</b>
Not maintained	17%	17%	13%	16%	<b>14%</b>
Don't know	14%	6%	7%	7%	<b>8%</b>



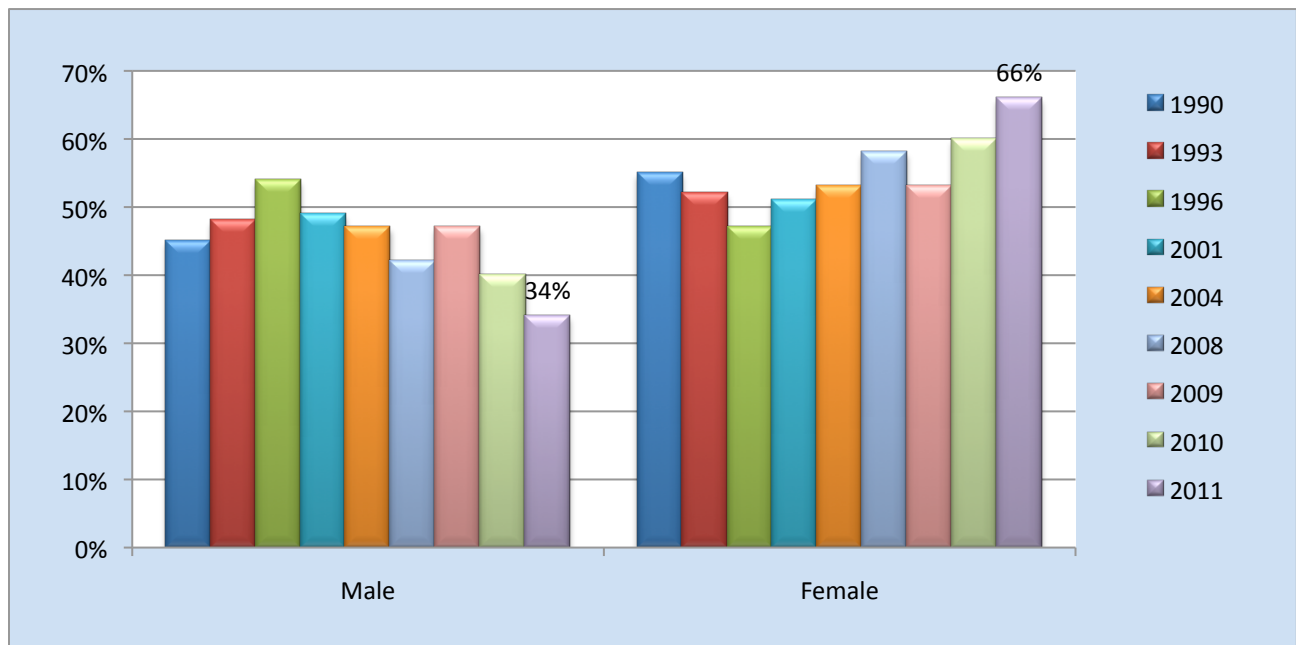
**Q43. West Valley City uses a portion of stormwater fees collected to educate the public. In the past year, have you seen any of the following stormwater education pieces?**

	2010	2011
Printed advertisements in the West Valley Journal	34%	<b>33%</b>
Advertisements on local television networks	16%	<b>14%</b>
Educational information on West Valley City's website	8%	<b>7%</b>
Other educational material not mentioned	10%	<b>14%</b>
Don't remember / Refused	52%	<b>51%</b>



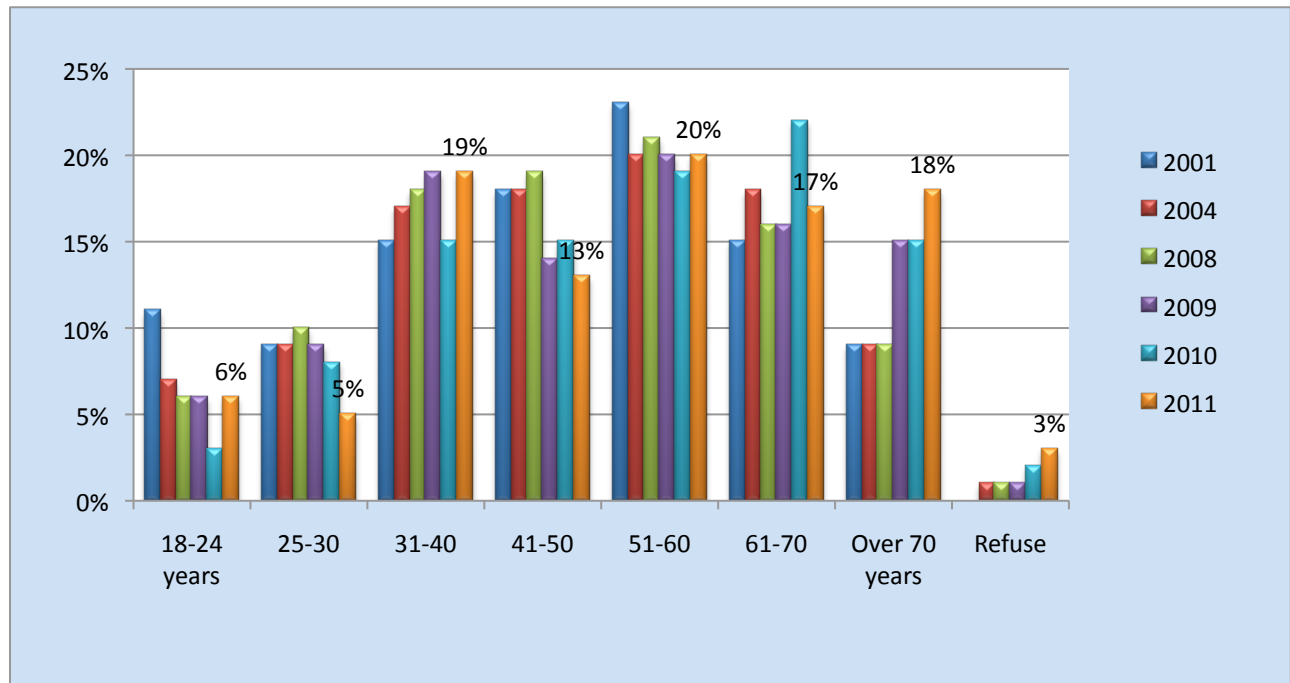
**Q44. BY OBSERVATION: Gender**

	1990	1993	1996	2001	2004	2008	2009	2010	2011
Male	45%	48%	54%	49%	47%	42%	47%	40%	<b>34%</b>
Female	55%	52%	47%	51%	53%	58%	53%	60%	<b>66%</b>



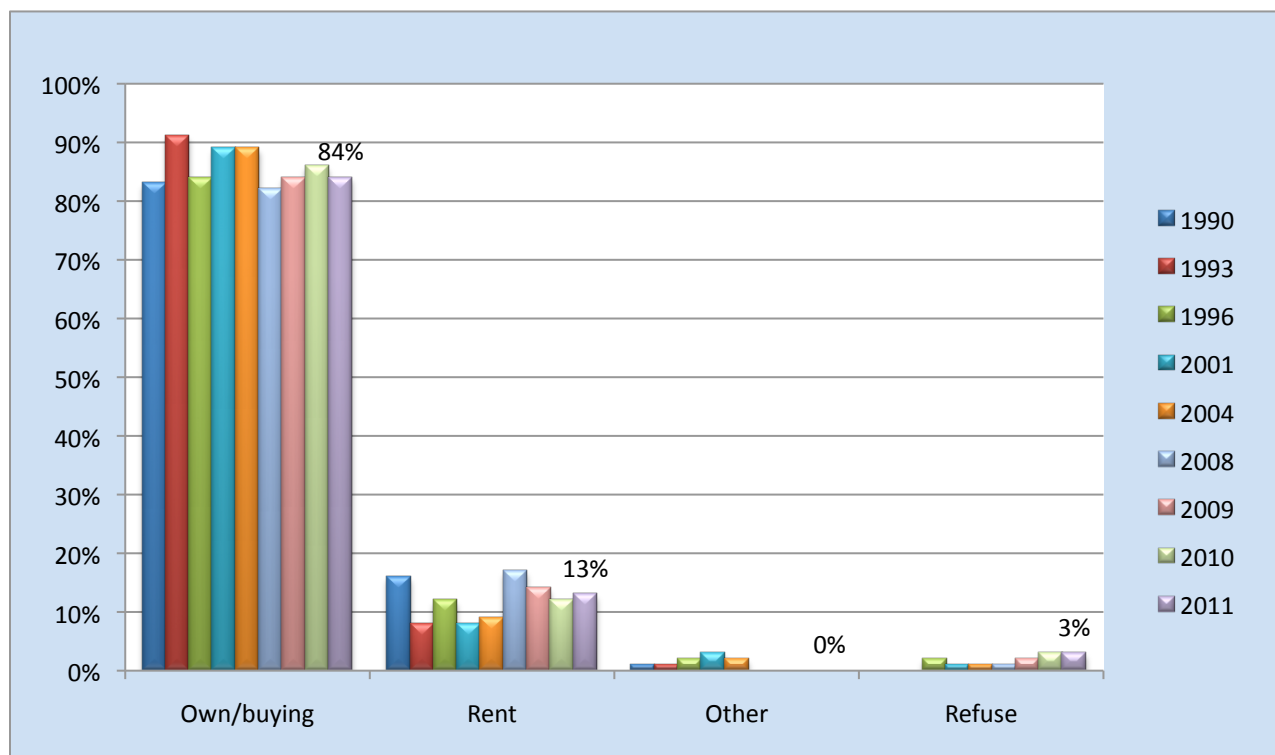
**Q45. What is your age category?**

	2001	2004	2008	2009	2010	2011
18-24 years	11%	7%	6%	6%	3%	<b>6%</b>
25-30	9%	9%	10%	9%	8%	<b>5%</b>
31-40	15%	17%	18%	19%	15%	<b>19%</b>
41-50	18%	18%	19%	14%	15%	<b>13%</b>
51-60	23%	20%	21%	20%	19%	<b>20%</b>
61-70	15%	18%	16%	16%	22%	<b>17%</b>
Over 70 years	9%	9%	9%	15%	15%	<b>18%</b>
Refuse	0%	1%	1%	1%	2%	<b>3%</b>



**Q46. Do you own or rent your home?**

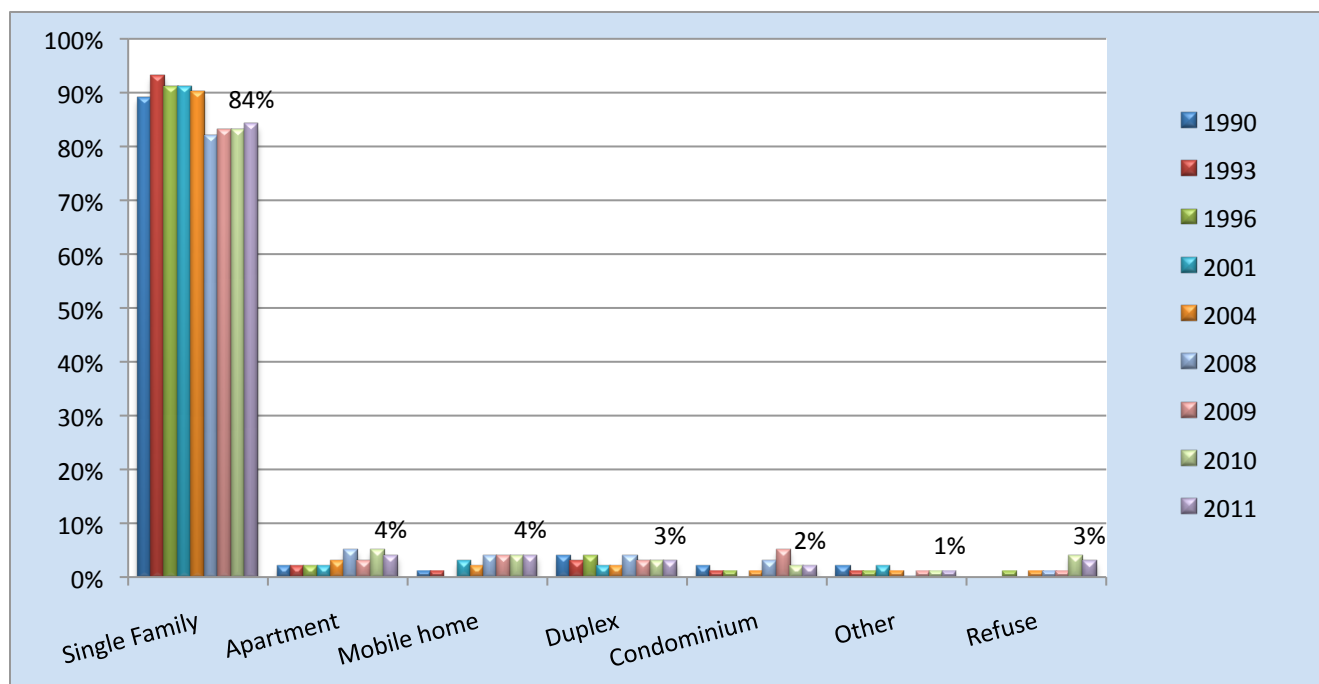
	1990	1993	1996	2001	2004	2008	2009	2010	2011
Own/buying	83%	91%	84%	89%	89%	82%	84%	86%	<b>84%</b>
Rent	16%	8%	12%	8%	9%	17%	14%	12%	<b>13%</b>
Other	1%	1%	2%	3%	2%	0%	0%	0%	<b>0%</b>
Refuse	0%	0%	2%	1%	1%	1%	2%	3%	<b>3%</b>





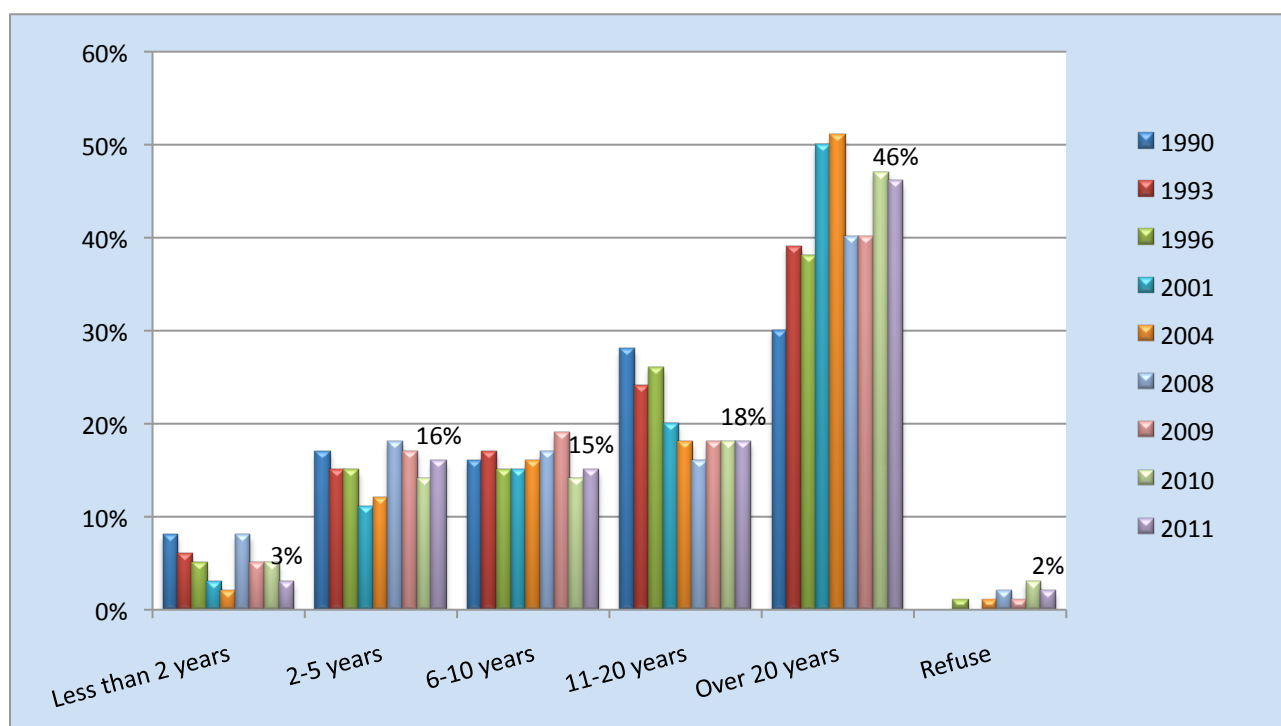
**Q47. Which of the following best describes your present residence?**

	1990	1993	1996	2001	2004	2008	2009	2010	2011
Single Family	89%	93%	91%	91%	90%	82%	82%	83%	<b>84%</b>
Apartment	2%	2%	2%	2%	3%	5%	3%	5%	<b>4%</b>
Mobile home	1%	1%	0%	3%	2%	4%	4%	4%	<b>4%</b>
Duplex	4%	3%	4%	2%	2%	4%	3%	3%	<b>3%</b>
Condominium	2%	1%	1%	0%	1%	3%	5%	2%	<b>2%</b>
Other	2%	1%	1%	2%	1%	0%	1%	1%	<b>1%</b>
Refuse	0%	0%	1%	0%	1%	1%	2%	4%	<b>3%</b>



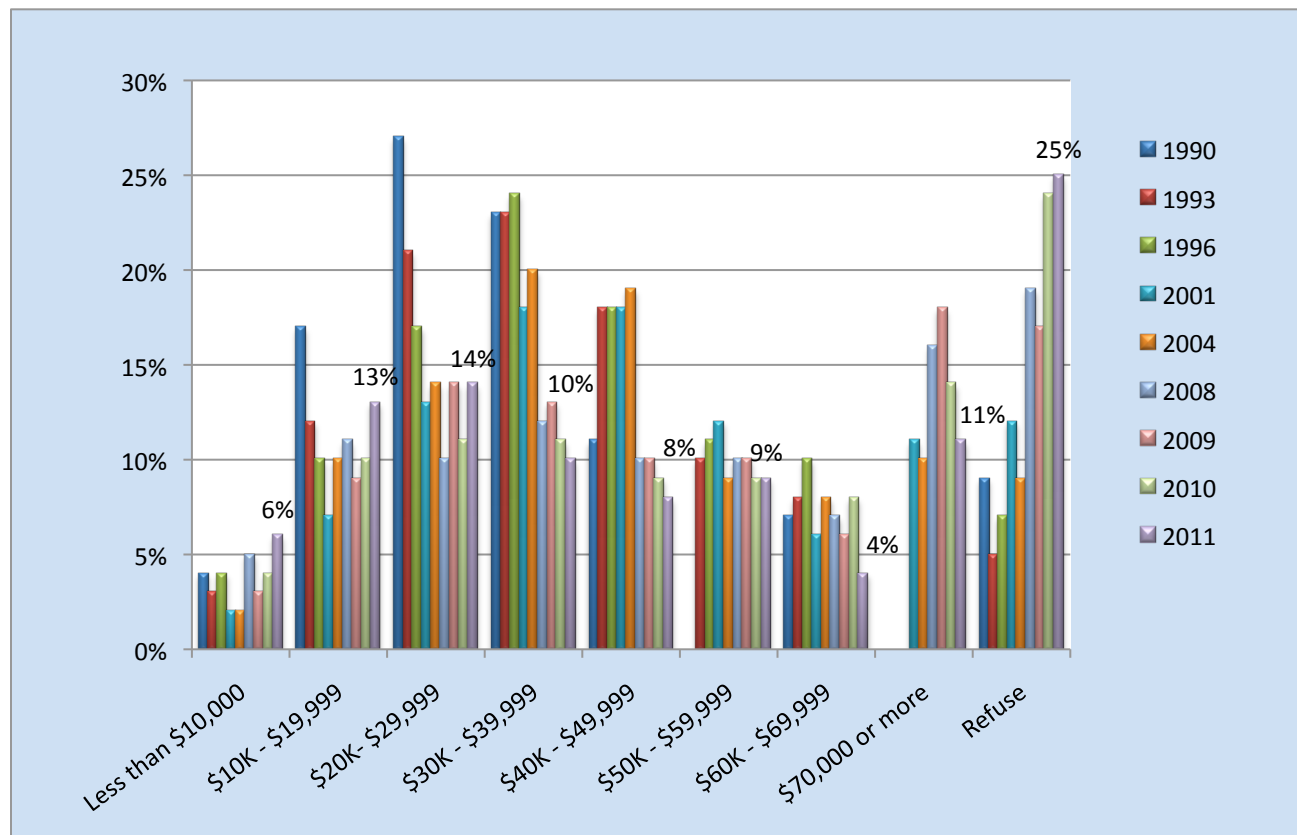
**Q48. Length of residence in West Valley City?**

	1990	1993	1996	2001	2004	2008	2009	2010	2011
Less than 2 years	8%	6%	5%	3%	2%	8%	5%	5%	<b>3%</b>
2-5 years	17%	15%	15%	11%	12%	18%	17%	14%	<b>16%</b>
6-10 years	16%	17%	15%	15%	16%	17%	19%	14%	<b>15%</b>
11-20 years	28%	24%	26%	20%	18%	16%	18%	18%	<b>18%</b>
Over 20 years	30%	39%	38%	50%	51%	40%	40%	47%	<b>46%</b>
Refuse	0%	0%	1%	0%	1%	2%	1%	3%	<b>2%</b>



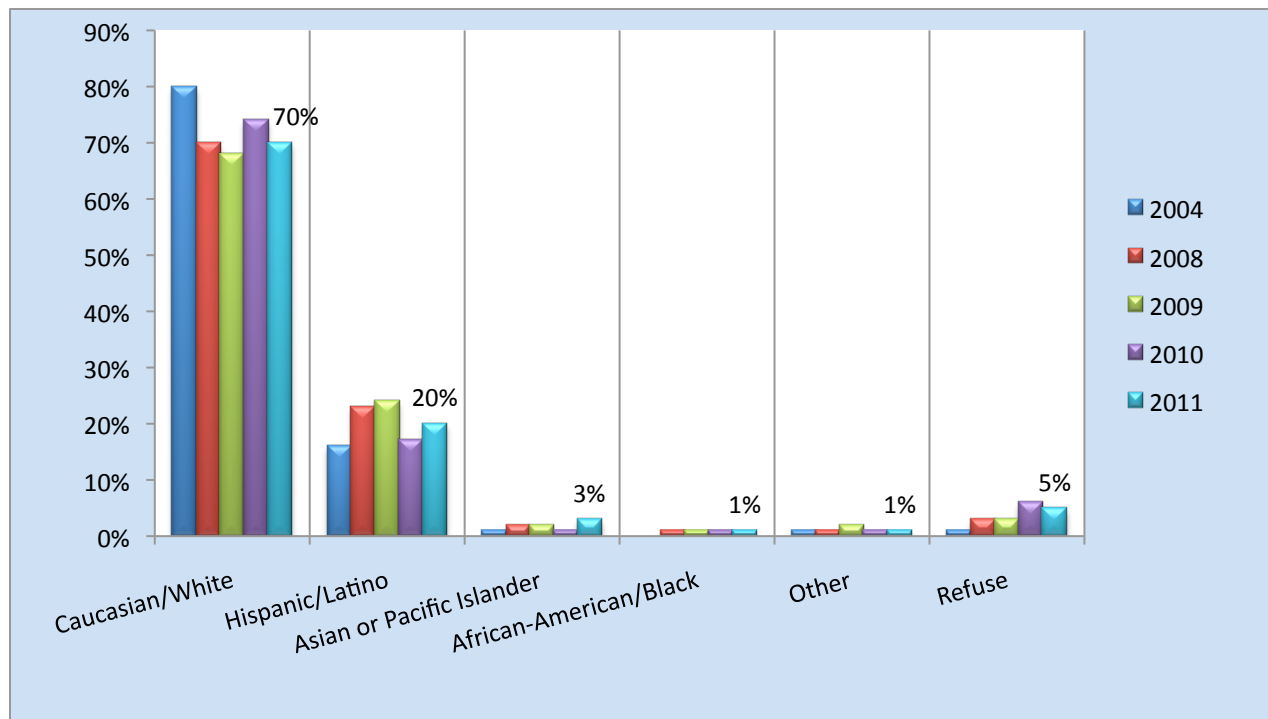
**Q49. Approximate annual family income category?**

	1990	1993	1996	2001	2004	2008	2009	2010	2011
Less than \$10,000	4%	3%	4%	2%	2%	5%	3%	4%	<b>6%</b>
\$10K - \$19,999	17%	12%	10%	7%	10%	11%	9%	10%	<b>13%</b>
\$20K - \$29,999	27%	21%	17%	13%	14%	10%	14%	11%	<b>14%</b>
\$30K - \$39,999	23%	23%	24%	18%	20%	12%	13%	11%	<b>10%</b>
\$40K - \$49,999	11%	18%	18%	18%	19%	10%	10%	9%	<b>8%</b>
\$50K - \$59,999	0%	10%	11%	12%	9%	10%	10%	9%	<b>9%</b>
\$60K - \$69,999	7%	8%	10%	6%	8%	7%	6%	8%	<b>4%</b>
\$70,000 or more		0%	0%	11%	10%	16%	17%	14%	<b>11%</b>
Refuse	9%	5%	7%	12%	9%	19%	18%	24%	<b>25%</b>



**Q50. Which of the following best describes your ethnic background?**

	2004	2008	2009	2010	2011
Caucasian/White	80%	70%	68%	74%	<b>70%</b>
Hispanic/Latino	16%	23%	24%	17%	<b>20%</b>
Asian or Pacific Islander	1%	2%	2%	1%	<b>3%</b>
African-American/Black	0%	1%	1%	1%	<b>1%</b>
Other	1%	1%	2%	1%	<b>1%</b>
Refuse	1%	3%	3%	6%	<b>5%</b>



## APPENDIX A (FULL RESPONSES)

### Q3. What would you consider to be the most important issue facing West Valley City today?

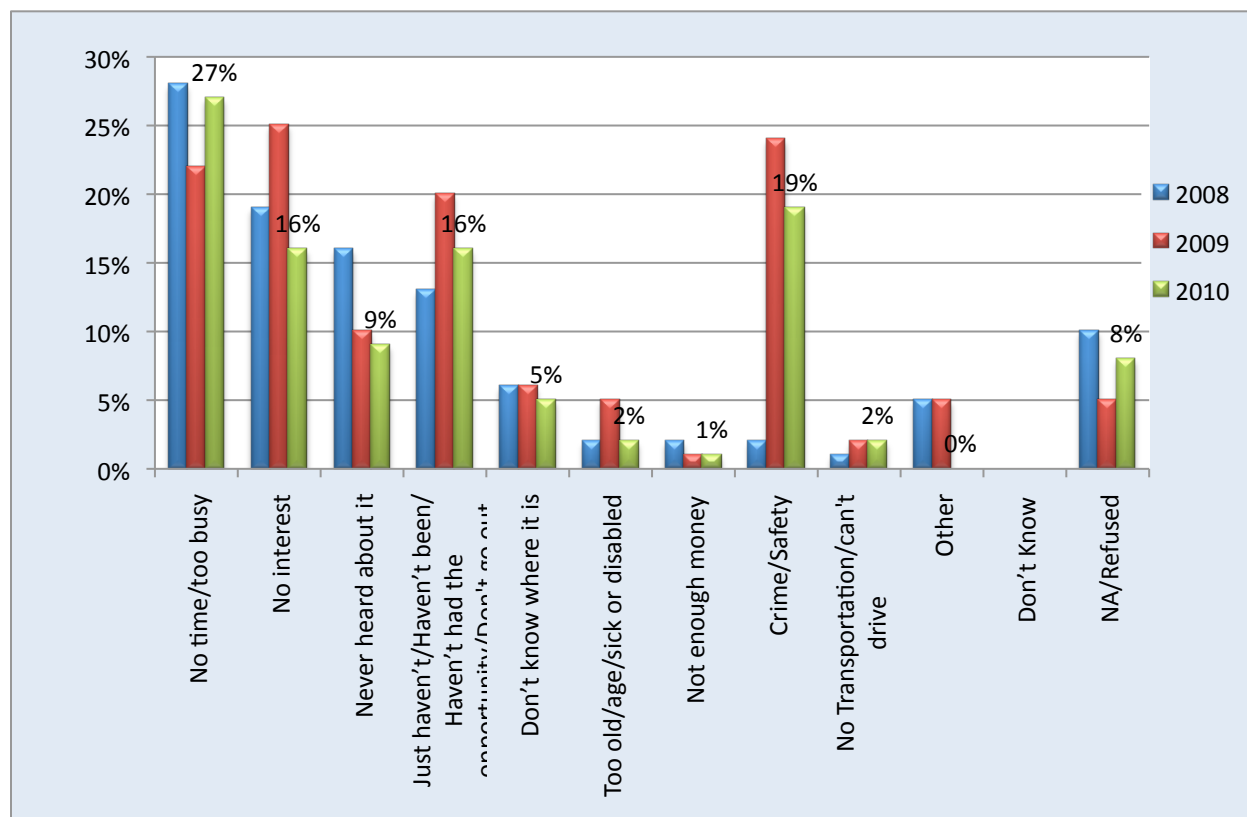
	1996	1998	2001	2004	2008	2009*	2010
Crime (Not Specified)					25%	19%	24%
Drugs/meth labs			3%	1%	3%	1%	2%
Graffiti/Vandalism	21%	26%	22%	19%	3%	3%	1%
Gangs	33%	16%	9%	11%	12%	16%	8%
Robberies					3%	1%	1%
Traffic/Roads/Transportation					15%	12%	10%
Traffic/Traffic lights	3%	6%	3%	6%			
Transportation/mass transit/TRAX		1%	1%	2%			
Population issues/growth	9%	16%	11%	8%	6%	4%	3%
Neighborhood cleanup/clean up streets and houses/building maintenance	1%	1%	3%	7%	4%	5%	3%
Schools/Education		1%	2%	2%	3%	2%	2%
Kids/children youth problems	1%	1%	1%	1%		1%	
Law enforcement/police/more police	3%	1%	3%	3%	3%	2%	3%
Economic development/Economy/Revitalized downtown/more business				1%	4%	1%	2%
Taxes	2%		3%	1%	2%	1%	1%
Minorities/ethnic groups in area/illegal immigration		1%	2%	3%	2%	4%	5%
Housing	1%	1%	1%		2%	1%	1%
Improve image/reputation	2%	2%	2%	1%	1%	1%	1%
Water situation/Environment/water				1%	1%	0%	
Enforcement of ordinances					1%	1%	3%
Jobs				1%	1%	1%	2%
Government Issues (form of government)		1%	2%	3%	4%	1%	3%
Development of businesses/more businesses		1%	2%	1%	3%	3%	1%
Construction/major building		1%	1%	1%		3%	
Safety and security		1%	1%	1%			
Valley Fair Mall				1%			
City Center				1%			
Naming of ice rink/Coors name	3%						
Miscellaneous about ice rink	2%						
Spending/budget/money	1%						
Recreation/recreation for youth		2%					
Olympics		1%	1%				
Miscellaneous utility issues/heating costs/electricity			1%				
Rec. Center/Family Fitness Center			<1%				

No problems							4%
Miscellaneous/Other	4%	3%	2%	3%	8%	4%	
Don't Know	11%	10%	19%	16%	10%	15%	
None/NA/Refused				1%	3%	1%	

## APPENDIX B (FULL RESPONSES)

### Q19A. Why not?

	2008 N=327	2009 N=319	2010 N=319
HAVE NOT BEEN TO UTAH CULTURAL CELEBRATION CENTER			
No time/too busy	28%	22%	27%
No interest	19%	25%	16%
Never heard about it	16%	10%	9%
Just haven't/Haven't been/Haven't had the opportunity/Don't go out anywhere	13%	20%	16%
Don't know where it is	6%	6%	5%
Too old/age/sick or disabled	2%	5%	2%
Not enough money	2%	1%	1%
Crime/Safety	2%	24%	19%
No Transportation/can't drive	1%	2%	2%
Other	5%	5%	0%
Don't Know			
Don't know / NA / Refused	10%	5%	8%



## APPENDIX C: Questionnaire

1. First of all, I need to verify that you are a resident of West Valley. [Do not read choices]
  1. Yes
  2. No (Thank and terminate)
  98. Don't know/refused (Thank and terminate)

### (General Section)

2. How would you rate West Valley City today compared to five years ago? Would you say it is...?
  1. Much better
  2. Somewhat better
  3. About the same
  4. Somewhat worse
  5. Much worse
  98. Don't know/haven't been here that long
3. What would you consider to be the most important issue facing West Valley City today? (Open Ended)
4. How would you rate the overall level of service provided to you by West Valley City?
  1. Excellent
  2. Above average
  3. Average
  4. Below average
  5. Poor
  98. Don't know/Refused (Do not read)
5. In your opinion, how would you rank West Valley City's public image compared to other cities?
  1. Much better
  2. Somewhat better
  3. About the same
  4. Somewhat worse
  5. Much worse
  98. Don't know/Refused (Do not read)
6. During the past three months have you contacted West Valley City for any reason?
  1. Yes
  2. No
  98. Don't know/Refused (Do not read)
7. IF YES [IF Q6=1]: Were you generally satisfied or dissatisfied with the city's response?
  1. Definitely satisfied
  2. Somewhat satisfied



- 3. Somewhat dissatisfied
- 4. Definitely dissatisfied
- 98. Don't know/Refused (Do not read)

**(Community Preservation Section)**

8. In the past five years, has the overall condition and appearance of your neighborhood...
- 1. Improved
  - 2. Worsened
  - 3. No change
  - 98 . Don't know/refused (Do not read)

- 8a. In the past two years, has the overall condition and appearance of your neighborhood...
- 1. Improved
  - 2. Worsened
  - 3. No Change
  - 98. Don't Know/Refused (Do not read)

- 9 (a-c). Neighborhoods frequently have properties that violate City ordinances. Please rank the following violations from 1 – 3 in order of importance: where 1 means most important and 3 is least important [RANDOMIZE ATTRIBUTES AND ACCEPT 3 RESPONSES]  
**[INTERVIEWER, PROBE BY SAYING, "which of these items is most important, which is second, third,]**

- 1. Inoperable vehicles
- 2. Building violations
- 3. Graffiti
- 4. Too many vehicles on property
- 5. Poor maintenance of homes
- 6. Poor maintenance of property
- 98. Don't know/refused (Do not read)

10. Have you ever called the City to report any of the previous problems?
- 1. Yes
  - 2. No
  - 98. Don't Know/Refused (Do not read)

11. IF CALLED TO REPORT PROBLEM [IF Q10=1]: Were you generally satisfied or dissatisfied with the service(s) you received?
- 1. Definitely satisfied
  - 2. Somewhat satisfied
  - 3. Somewhat dissatisfied

- 4. Definitely dissatisfied
- 98. Don't know (Do not read)

12. In the past year have you noticed a change in the amount of graffiti in West Valley City?
- 1. Increase
  - 2. Decrease
  - 3. No Change
  - 98. Don't Know/Refused (Do not read)

**(Animal Control Section)**

The next couple of questions are about animal services in the city...

13. In the past five years, how many times have you called for animal services assistance?
- 1. 1 time
  - 2. 2 times
  - 3. 3 times
  - 4. 4 or more times
  - 5. Never
  - 98. Don't know / don't recall (Do not read)

14. IF USED ANIMAL SERVICES ASSISTANCE [IF Q12=1-4]: Were you generally satisfied or dissatisfied with the service(s) you received?
- 1. Definitely satisfied
  - 2. Somewhat satisfied
  - 3. Somewhat dissatisfied
  - 4. Definitely dissatisfied
  - 98. Don't know (Do not read)

Now on parks and recreation...

**(Parks & Recreation Section)**

15. How satisfied are you with the recreational opportunities available in West Valley City?
- 1. Very satisfied
  - 2. Somewhat satisfied
  - 3. Somewhat dissatisfied
  - 4. Very dissatisfied
  - 98. Don't know/Refused (Do not read)
16. [Q14=3-4] If dissatisfied, what recreational opportunities are lacking? (specify)
17. How important is it to have parks and open space well maintained?

1. Very important
2. Somewhat important
3. Not very important
4. Not important at all
98. Don't know (Do not read)

18. Overall, how well maintained are the parks in West Valley City?

1. Very well maintained
2. Adequately maintained
3. Not maintained
98. Don't know (Do not read)

19. In what area can West Valley City parks be improved?

1. Landscaping
2. Playground equipment
3. Athletic Fields
4. Other (specify)
98. Don't Know/Refused (Do not read)

20. Have you ever been to the Utah Cultural Celebration Center for an event, art exhibit, or any other reason?

1. Yes
2. No
98. Don't remember (Do not read)

20a. [IF Q19=2] If no, why not? [Do not read]

1. No time/too busy
2. No interest
3. Never heard about it
4. Just haven't gone/Haven't been there yet/Haven't had the opportunity/Doesn't go out
5. Don't know where it is
6. Too old/age/sick or disabled
7. Not enough money
8. Crime/safety
9. No Transportation/can't drive
98. Don't know/Refused (Do not read)

21. Would you favor or oppose a tax increase of \$25 per year for 20 years to pay for completing the City's trail system, adding a new regional park on the City's west side, and building a large park by the Valley Fair Mall?

- 1. Favor
- 2. Oppose
- 98. Don't know/Refused (Do not read)

On a different subject...

**(Police Department Section)**

22. Would you favor or oppose a tax increase to provide funding for additional police officers in West Valley City?

- 1. Favor
- 2. Oppose
- 98. Don't know/Refused (Do not read)

23. During the previous year, 2010, did you call the West Valley City Police to report a crime?

- 1. Yes
- 2. No
- 98. Don't remember/Refused (Do not read)

23a . During 2010, how would you rate the overall service provided to you and your household by the West Valley City Police?

- 1. Excellent
- 2. Good
- 3. Fair
- 4. Poor
- 5. Had no contact
- 98. Don't know (Do not read)

23b. When calling emergency services each call is given a priority status. In 2010, the average response time for a Priority 1 call was 7 minutes and 14 seconds. Do you think this is...

- 1. Excellent
- 2. Good
- 3. Fair
- 4. Poor
- 98. Don't Know/Refused (Do not read)

24. During the day, do you feel safe in West Valley City neighborhoods?

1. Definitely feel safe
2. Feel somewhat safe
3. Feel somewhat unsafe
4. Definitely don't feel safe
98. Don't know/Refused (Do not read)

25. During the night, do you feel safe in West Valley City neighborhoods?

1. Definitely feel safe
2. Feel somewhat safe
3. Feel somewhat unsafe
4. Definitely don't feel safe
98. Don't know/Refused (Do not read)

26-30 The West Valley Police Department deals with a variety of law enforcement issues. Please rank the following from 1 – 4 in order of importance: [INTERVIEWER, PROBE BY SAYING, "which of these items is the first or top priority or most important, which is second, third, fourth", etc.]

- Traffic enforcement (speeding, red light violations, etc.)
- Narcotics enforcement
- Gang enforcement
- Community policing / problem solving
- Other (specify)

Now about fire services...

### **(Fire Department Section)**

31. Have you ever called 9-1-1 for a fire emergency in West Valley City?

1. Yes
2. No
98. Don't remember/Refused (Do not read)

32. [IF Q30=1] How would you rate the response time of the fire department?

1. Excellent
2. Good
3. Fair
4. Poor
98. Don't Know

33. Have you ever called 9-1-1 for an ambulance emergency in West Valley City?

1. Yes
2. No
98. Don't remember/Refused (Do not read)

34. [IF Q32=1] How would you rate the response time of the ambulance?

1. Excellent

- 2. Good
- 3. Fair
- 4. Poor
- 98. Don't remember/Refused (Do not read)

35. [IF Q32=1] Overall, how would you rate the City's ambulance service?

- 1. Excellent
- 2. Good
- 3. Fair
- 4. Poor
- 98. Don't remember/Refused (Do not read)

**(Public Works Section)**

36. Are you satisfied with the weekly garbage collection service you receive?

- 1. Definitely satisfied
- 2. Probably satisfied
- 3. Probably dissatisfied
- 4. Definitely dissatisfied
- 98. Don't know/Refused (Do not read)

37. In the past year, have you used the City's bulky waste collection service?

- 1. Yes
- 2. No
- 98. Don't remember/Refused (Do not read)

38. In the past year have you used the City's neighborhood dumpster service?

- 1. Yes
- 2. No
- 98. Don't remember/Refused (Do not read)

39. In the past year have you used the City's curbside recycling service?

- 1. Yes
- 2. No
- 98. Don't remember/Refused (Do not read)

40. How well maintained are the streets in your neighborhood? Would you say...?

- 1. Very well maintained
- 2. Adequately maintained
- 3. Not maintained
- 98. Don't know/Refused (Do not read)

41. And, how well maintained are the sidewalks in your neighborhood? Would you say...?

- 1. Very well maintained

- 2. Adequately maintained
- 3. Not maintained
- 98. Don't know/Refused (Do not read)

42. West Valley City uses a portion of stormwater fees collected to educate the public. In the past year, have you seen any of the following?

- 1. Printed advertisements in the West Valley Journal
- 2. Advertisements on local television networks
- 3. Educational Information on West Valley City's website
- 4. Other educational materials not mentioned
- 98. Don't know/Refused (Do not read)

Now, some questions that help us analyze the data...

43. Gender: [Do not ask]

- Male
- Female

44. What is your age category?

- 18-24 years
- 25-30
- 31-40
- 41-50
- 51-60
- 61-70
- Over 70 years
- Refuse [DO NOT READ]

45. Do you own or rent your home?

- Own / buying
- Rent
- Other (SPECIFY)
- Refuse [DO NOT READ]

46. Which of the following best describes your present residence?

- Single family
- Duplex
- Apartment
- Condominium
- Mobile home
- Other (SPECIFY)
- Refuse [DO NOT READ]

47. Length of residence in West Valley City?

- Less than 2 years

2-5 years  
6-10 years  
11-20 years  
Over 20 years  
Refuse [DO NOT READ]

48. What is your approximate annual family income category?

Less than \$10,000  
\$10-\$19,999  
\$20-\$29,999  
\$30-\$39,999  
\$40-\$49,999  
\$50-\$59,999  
\$60-\$69,999  
\$70,000 or more  
Refuse [DO NOT READ]

49. Which of the following best describes your ethnic background?

Caucasian/White  
African-American/Black  
Asian or Pacific Islander  
Hispanic/Latino  
Other (SPECIFY)  
Refuse [DO NOT READ]

This concludes our questions, thank you very much for your time and participation. Have a great day/afternoon/evening.